OCTOBER 28, 1946

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

the man who came to dinner

– and stayed for eighteen years

EIGHTEEN YEARS AGO—about seven years after we first began pushing sound out of this station—a not-very-enthusiastic young man came to dinner at our place.

Put his product on the air? Pipe good money into space? Buy something he couldn't SEE—FEEL—COUNT the pages of? Well—he would! And he did! And he's used WOR for 18 years from the day he first strolled in.

Today the story of his success is one of the brilliant group of more than 100 success stories we've said so much about. Flanking it is the story of a maker of bread who also has used WOR for 14 years.

Presently a considerable number of smart people came to stay with us. Eight of them have profitably used WOR for 15 years. Another man has had us coast his entertainment into the greatest group of markets in America for 13 years—two others for 12 years—two for 11 years—three for 10 years—seven for 9 years—six for 8 years—twenty-five for 6 years.

The only reason why WOR is here to tell this story is the same reason why these advertisers are still with the station: WOR sells a lot of things—fast—at low cost—to more people—more often.

wor

– that power-full station at 1440 Broadway, in New York

MUTUAL

COMPLETE COVERAGE OF 24TH ANNUAL NAB CONVENTION

WLS programs for people

Quizdown entertains as it educates—pleases pupils, parents and teachers

Huddling close to the radio, Chicago youngsters follow every word—exclaim with quick delight at a right answer, cry out "I know that one!" And they do, for WLS Quizdown is aimed at *average* children, the questions sent in by other children and based on current 4th, 5th and 6th grade curricula.

Because teams represent two *different* schools each week, alternately public and parochial, interest has spread across the entire city. Teachers and principals encourage Quizdown listening for sound reasons of their own—as Dr. Don C. Rogers, assistant superintendent of Chicago Public Schools, said:

"(Quizdown) . . . has probably motivated a considerable number of pupils who listen regularly, to study and review their classroom work."

Another leader points out that children and teachers find WLS Quizdown an opportunity to demonstrate to parents exactly the sort of work that is being done in the schools. Youngsters who appear (12 each week) gain confidence and experience with a vital medium of communication.

Pupil-interest is actively demonstrated by the weekly average of 2,000 requests for tickets to the broadcast, though it takes precious Saturday playtime. Youngsters submit far more questions than the show can ever use. The Very Rev. Msgr. D. F. Cunningham, Superintendent of Schools, Archdiocese of Chicago School Board, says: "The response of our schools has been most enthusiastic . . . our teachers and supervisors are convinced the program has real educational value."

Like Dinner Bell and Morning Devotions, like School Time and WLS Feature Foods, the markets, the weather, the news—Quizdown is a basic *service* to fill a *need*—a friendly program for *people*.

That's why its creator, Carol Moody, can announce Quizdown has now spread to more than a dozen other cities, after its start by WLS and the Chicago Times a year ago. It entertains as it educates—pleases *pupils*, *parents* and *teachers*.

A Clear Channel Station

WLS

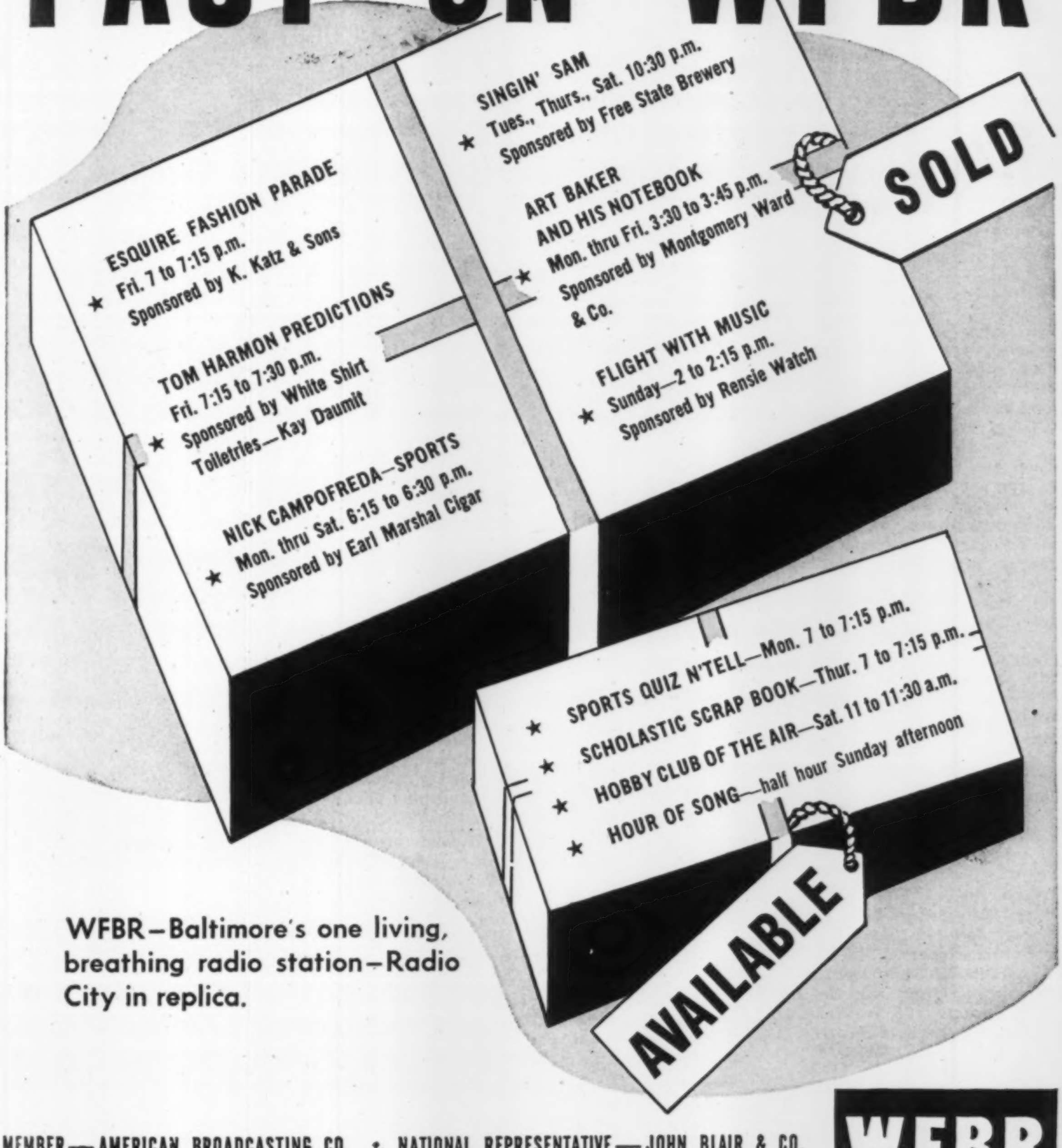
CHICAGO 7

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

THEY'RE GOING FAST ON WFBR



ESQUIRE FASHION PARADE
★ Fri. 7 to 7:15 p.m.
Sponsored by K. Katz & Sons

TOM HARMON PREDICTIONS
★ Fri. 7:15 to 7:30 p.m.
Sponsored by White Shirt Toiletries—Kay Daumit

NICK CAMPOFREDA—SPORTS
★ Mon. thru Sat. 6:15 to 6:30 p.m.
Sponsored by Earl Marshal Cigar

SINGIN' SAM
★ Tues., Thurs., Sat. 10:30 p.m.
Sponsored by Free State Brewery

ART BAKER AND HIS NOTEBOOK
★ Mon. thru Fri. 3:30 to 3:45 p.m.
Sponsored by Montgomery Ward & Co.

FLIGHT WITH MUSIC
★ Sunday—2 to 2:15 p.m.
Sponsored by Rensie Watch

- ★ SPORTS QUIZ N'TELL—Mon. 7 to 7:15 p.m.
- ★ SCHOLASTIC SCRAP BOOK—Thur. 7 to 7:15 p.m.
- ★ HOBBY CLUB OF THE AIR—Sat. 11 to 11:30 a.m.
- ★ HOUR OF SONG—half hour Sunday afternoon

WFBR—Baltimore's one living, breathing radio station—Radio City in replica.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

blished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

BOMBSHELL may pop at American Bar Assn. Convention in Atlantic City next week. Resolution protesting FCC Blue Book as impingement upon freedom of speech and looking askance upon American Civil Liberties Union defense of that controverted document is in hopper and should come up for vote.

IF he evinces any interest at all in it, OPA Administrator Paul A. Porter probably can have on silver platter presidency of Broadcast Music Inc., radio-owned music reservoir at $35,000 or $40,000 per year. Still in suspended animation is that Porter shift back to FCC chairmanship.

ANNOUNCEMENT will be made shortly of sale of WTBO Cumberland, Md., by Aurelia S. Becker, 70% owner and manager, and Charles V. Haskett, Cumberland city attorney, 30% owner, for $275,000. Purchaser is *Cumberland-Alleghenian*, Cumberland's only newspaper. Terms agreed to with papers to be executed for FCC approval within a few days.

FM and television due to get recognition in C. E. Hooper program ratings. Suggestion made by Fred Weber, WDSU New Orleans, that audience measurement analysis under "all others" include FM stations. Hooper added TV. While audience measurements generally now are less than requisite 1%, footnote will explain that and permanent base for FM and TV ratings thus will be established.

CINCINNATI radio dealers reportedly irked because of "Don't-Buy-A-Set-Without-FM" campaign by *Cincinnati Times-Star* and its AM station, WKRC. Anticipating heavy demand for AM sets in immediate postwar period, dealers stocked with first models. Reliable reports say *Times-Star* and WKRC campaign so effective Cincinnati dealers face cutting prices to clear shelves of table model AM sets. Similar reports have emanated from other cities.

FURTHER streamlining of FCC procedure to speed handling of hearing docket cases already under way. Issuance last week of three-page report on controverted 970 kc case wherein WICA Ashtabula, Ohio, was given fulltime, started new process. Proposed decisions in such cases usually run five times as long. "Short form" will be used henceforth to cut into terrific docket-case backlog.

IS WEEI Boston on that auction block? Such was unconfirmed talk about NAB Convention. Story was if CBS does sell, it hopes to acquire substitute O. & O. station, probably KQW San Francisco, which it has contracted to buy for $950,000, but which FCC proposed to deny on grounds of ownership concentration.

TAYLOR-HOWE-SNOWDEN, national station representatives, shortly will announce

(Continued on page 102)

Upcoming

Oct. 31-Nov. 1: Western Regional Sales Executives Conference, Fairmont Hotel, San Francisco.

Nov. 4-6: Ninth Annual Western States Convention, Pacific AAAA, Biltmore Hotel, Santa Barbara, Calif.

VIDEO THEATRE OUTLOOK DISCUSSED AT SMPE MEET

THEATRE television making tomorrow's movie theatre amusement and cultural center of neighborhood envisioned by Ralph B. Austrian, president RKO Television Corp., before 60th semi-annual convention of Society of Motion Picture Engineers, Hollywood. Fred Albin, engineer of RCA Victor Division, disclosed RCA 16 mm. television projector already in production with device converting 24 frame to 30 frame for video. Balaban and Katz, Chicago (WBKB), first user. Harry R. Lubcke, Don Lee, Hollywood, director of television, stressed importance of uninterrupted television program performances.

LETTER from Hughes Tool Co. asking FCC to delete Hughes conditional FM grant for San Mateo, Calif., received by Commission Friday (earlier story page 101).

Business Briefly

FIRE GROUP ON MBS ● National Board Fire Underwriters, New York Nov. 3 star *Crimes of Carelessness*, MBS, Sun., 3:30-4 p. Dramatic program will emphasize fire prevention. Agency, MacFarland, Aveyard, N. Y.

IVY NAMES AUERBACH ● Ivy Produc N. Y., appointed S. Frederic Auerbach C N. Y. to handle advertising. Radio will be used

CHRISTMAS CLUB SERIES ● Christma Club Corp., New York, on Dec. 4 will spons quarter-hour on MBS, 7:30-7:45 p.m. Sho will feature large concert orchestra a Metropolitan Opera star. Agency, Brook Smith, French & Dorrance, N. Y.

Y&R OPTION ON 'McGARRY'

YOUNG & RUBICAM, New York, has optio on *McGarry and His Mouse* until Nov. 7. Understood agency may use as replacement fo General Foods (Sanka) *Thin Man* Fri., 8: 8:55 p.m. on CBS after first of year.

RADIO SALES DETROIT BRANCH

CBS Radio Sales opens new Detroit office Fisher Bldg., with William B. Ogden, former New York representative for North Central Broadcasting System and Mississippi Valley Network, as manager.

BMB Must Prove Worth, Board Says

NEW NAB Board of Directors at first meeting Friday put it right up to BMB board to prove to satisfaction of broadcasters that national advertisers and agencies really need BMB information and that BMB will help stations in selling local and regional accounts. BMB was asked to report to board at next meeting, at San Francisco in January. Resolution specifying these requests adopted unanimously. (Text of resolution on page 102.)

Frank M. Russell, NBC Washington vice president, who serves for NAB on BMB board, asked to be relieved of post on ground he is not research specialist. Board authorized Hugh M. Beville Jr., NBC research director, to serve until NAB reconstitutes its representation on BMB board.

President Justin Miller was instructed to start exploratory discussions with John G. Paine, ASCAP general manager, looking toward 1949 contract renewals. NAB officers instructed to go along with members in support of BMI.

President Miller was authorized to discuss provisions of proposed transcription rule 3.407 with FCC.

C. E. Arney Jr., secretary-treasurer, instructed to prepare 1947 budget for next board meeting, with Finance Committee authorized to adopt interim budget. President Miller authorized to pay for remodeling of new headquarters.

Plan to hold eight area meetings yearly in lieu of "flea circus" was favored though autonomy of districts is to be retained. Area meetings would be held, with districts represented then breaking up into separate meetings. Mr. Arney will sound local sentiment on proposal. Eight areas will comprise: Area A, Districts 15, 16, 17; B, 14; C, 10, 12; D, 8, 9, 11; E, 13; F, 5, 6; G, 4, 7; H, 1, 2, 3. Pacific states in Area A agreed to meet in San Francisco in January adjacent to board meeting.

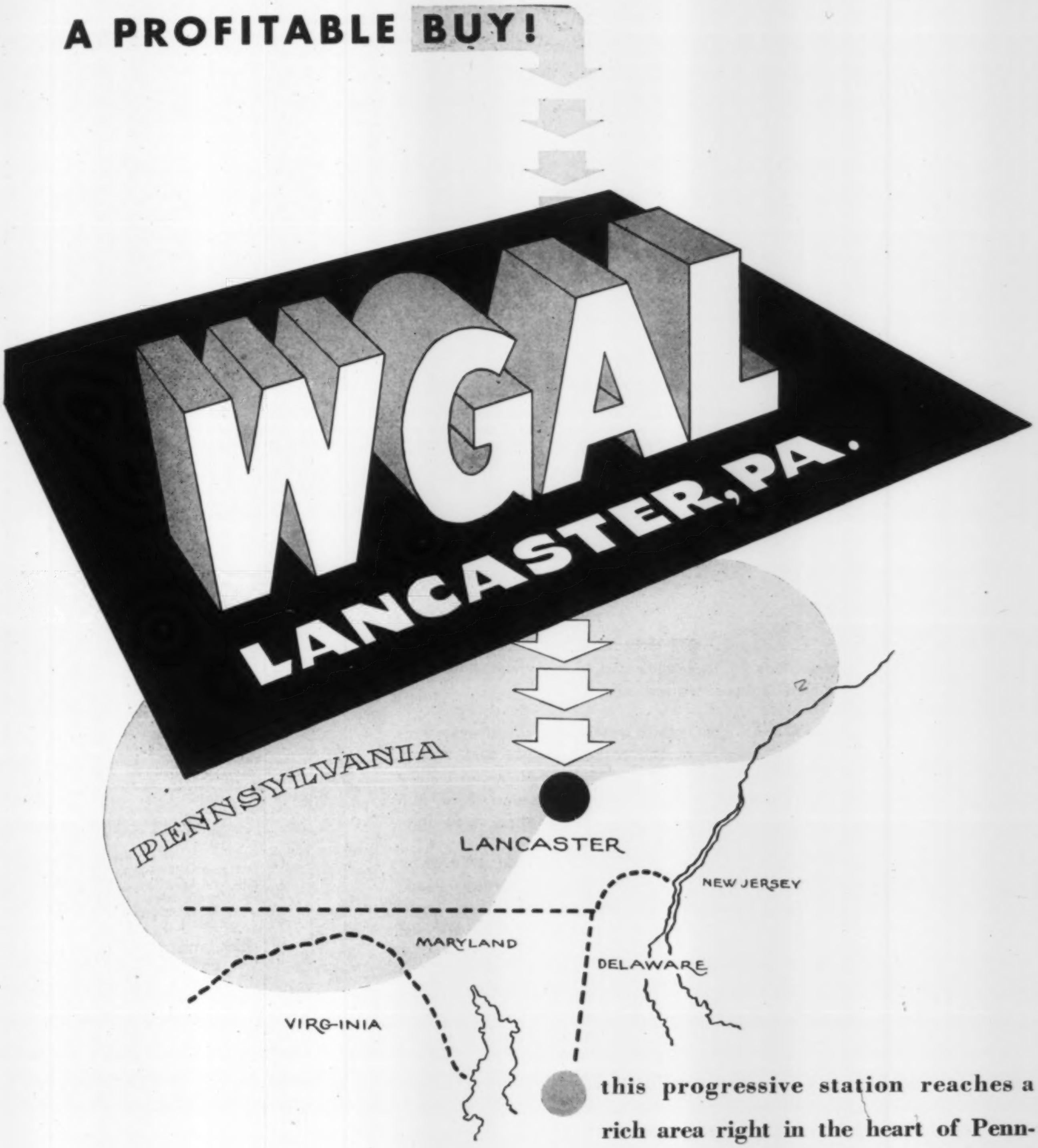
Board tabled until next meeting proposal of old board that NAB participate in Inter-American Radio Congress to promote freedom of radio in Americas. Hugh A. L. Halff, WOAI San Antonio, and Campbell Arnoux, WTAR Norfolk, attended Congress meeting last month at Mexico City as NAB observers.

No action was taken on Petrillo or AFM contracts other than routine discussion.

Mr. Arney was authorized to set up plans for 1947 and 1948 conventions. Chief candidates for 1947 are Atlantic City, New York and Cleveland.

At last meeting of old board 149 new members admitted, bringing total membership to 1153. Proposal for joint NAB-Radio Manufacturers Assn. liasion committee approved.

Present besides NAB officers were Messrs. Morency, Hanna, Coleman, Arnoux, Borton, Harris, Johnson, Hayek, Way, Terry, Smullin, Spence, J. Harold Ryan, Craven, Shafto, McCollough, Stanton, Russell and Kobak (observer).

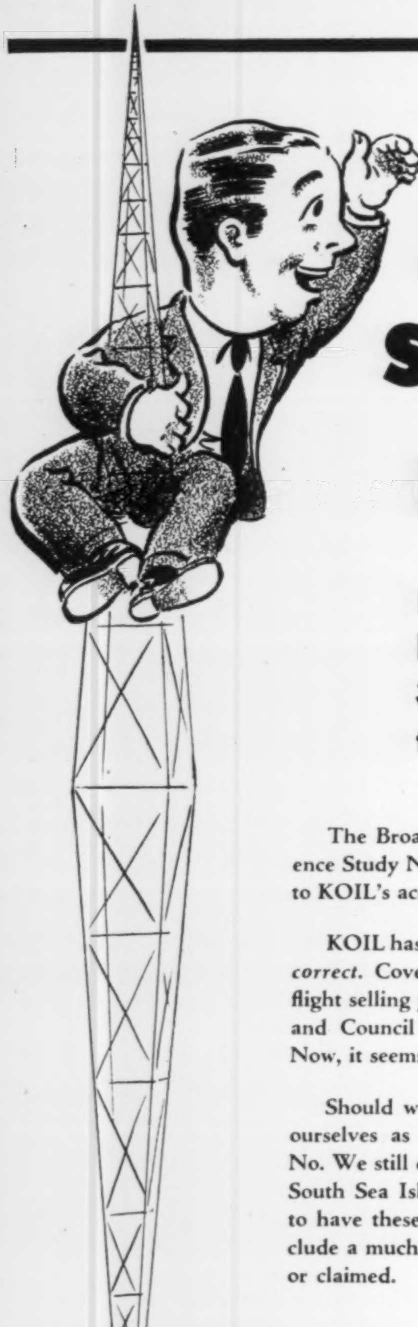

A PROFITABLE BUY!
WGAL
LANCASTER, PA.
PENNSYLVANIA
LANCASTER
NEW JERSEY
MARYLAND
DELAWARE
VIRGINIA

this progressive station reaches a rich area right in the heart of Pennsylvania. For full information, write 8 West King Street, Lancaster, Pa., or

NBC
MUTUAL

Sales Representative **RADIO ADVERTISING CO.**

New York **Chicago**
San Francisco **Dallas** **Hollywood**



Were We Surprised *and* Pleased!

New BMB Audience Report gives KOIL 300% more coverage than claimed.

The Broadcast Measurement Bureau's Station Audience Study No. 1, just released, gives a tremendous boost to KOIL's accredited audience.

KOIL has always made certain that its statements were *correct.* Coverage has never been exaggerated. A top-flight selling job for the great Midwest market of Omaha and Council Bluffs has *always* been claimed by KOIL. Now, it seems, we're doing a better job than we thought.

Should we blush with modesty? Should we think of ourselves as neglecting our own drum-beating efforts? No. We still don't reach Omsk, Okinawa, Alaska, or the South Sea Islands. But we and our advertisers are glad to have these facts which prove KOIL's territory to include a much larger audience than ever before reported or claimed.

A GREATER BONUS IN A GREAT MIDWESTERN MARKET

BASIC ABC
5000 WATTS
1290 KC
KOIL
GORDON GRAY, VICE PRES. AND GENERAL MANAGER
STUART STATIONS KFOR KOIL KOLN

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Mr. Petrillo Brooks No Protestations ---- 15
Jansky Flays FCC Discrimination ---- 19
NAB Convention Index ---- 19
Iowa Poll Shows Listening Increase ---- 22
KNET Palestine Sale Notice Posted ---- 24
FCC Almost Up With Application Pace ---- 30
'Define Public Service,' Asks Mullen ---- 36
Labor Troubles Demand More Attention ---- 36-B
Ashbacker-Fetzer Case Argued Again ---- 50
Cerf, McGill Named to Peabody Board ---- 68-C
New Bidder Seeks Indianapolis Stations ---- 68-C
Oak Ridge Permittee Seeks Sale Approval 68-C
Record Radio Coverage of UN ---- 68-D
WADC Petition Follows Proposed Decision ---- 72
NCBS Stations to Join MBS ---- 76
Fred Allen Tops Hooper Ratings ---- 76
Transradio Attacks FCC News Policy ---- 86
Dumm Sets Up New Production Firm ---- 98

DEPARTMENTS

Agencies ---- 58
Allied Arts ---- 64
Commercial ---- 60
Editorial ---- 54
FCC Actions ---- 80
Management ---- 56
News ---- 62
Our Respects to ---- 54
Production ---- 66
Programs ---- 74
Promotion ---- 78
Sponsors ---- 68
Technical ---- 70
Turntable ---- 64

At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Ward Archer, Lawrence Christopher, Irving Kipnes, Mary Zurhorst; EDITORIAL ASSISTANTS: Eleanor Brumbaugh, Margaret Elliott, Cleo Kathas, Kathryn Swanson, Frances Tymann.

BUSINESS
MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE
BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION
WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. *PL*aza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Ryden. **Bruce Robertson,** *Senior Associate Editor*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

IT'S RIGHT THERE!

You can't cover the country . . . you can't even cover the South . . . without the tri-state area we call Ark-La-Tex. Here is an oil-rich, cotton-rich, cattle-rich area that wise advertisers recognize as an important source of sales. Here are parts of three states with a spendable income equivalent to many of the nation's largest cities—an income that is spent, in large measure, by loyal KWKH listeners. Get acquainted with 50,000-watt KWKH—remember KWKH in your next spot schedule.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS

KWKH

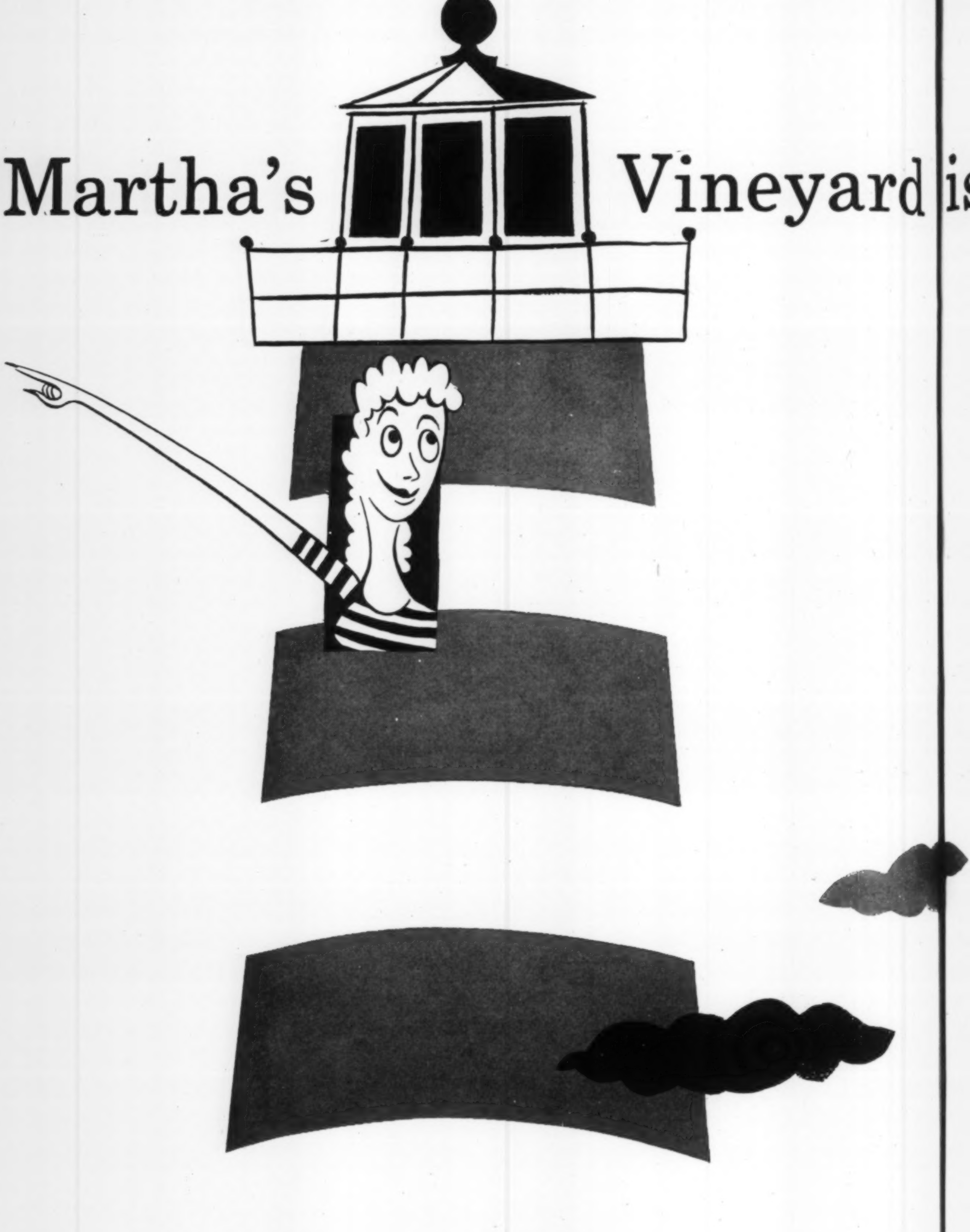
CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

“Martha’s Vineyard is



is in Boston”

Sure! Martha’s Vineyard is 80 miles from the Boston Common. But it’s “in Boston” radio-wise. Smart advertisers know that when they “Buy Boston” the WEEI way, they get Martha’s Vineyard — plus more than two million other listeners living “outside” the Hub.

The Boston (and the WEEI) market ranges 270 miles along the New England coast from Martha’s Vineyard to Rockland, Maine. In between are fifty-four cities and towns with from 10,000 to 110,000 population —plus the City of Boston.

The WEEI listeners “outside” of Boston—in Maine, New Hampshire and Massachusetts—account for most of the Boston market’s huge buying power. Alert advertisers know that WEEI delivers consistently high ratings among urban and rural families *everywhere “in Boston”*—including the “Bostonians” who harvest potatoes in Maine and cranberries on the Cape as well as Beacon Hill apartment dwellers.

When you “Buy Boston”, better be sure you buy *all* of it—770,000 WEEI listeners in the Hub—plus your big share of WEEI’s 2,000,000 listeners in the huge “outside” market.

WEEI

Columbia’s Friendly
Voice in Boston

Represented by Radio Sales, the Spot Broadcasting Division of CBS.

New York, Chicago, Los Angeles, San Francisco, Detroit, Atlanta.

970 IS NO. 1 ON FLORIDA'S WEST COAST!*

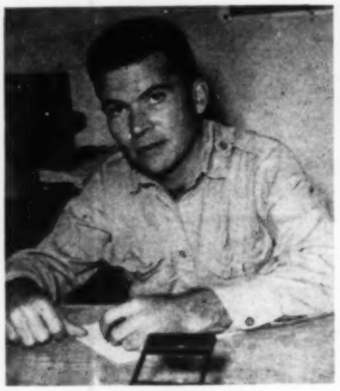
YES, THEY TUNE IN WFLA MORE THAN ANY OTHER STATION!

* Hooperatings show WFLA, broadcasting on 970 KC, has most listeners — morning, afternoon and night — in the Tampa-St. Petersburg market. First on the Florida West Coast! Yes, WFLA continues to be the most-listened-to station — all day, every day —— in the heart of the Tampa trade area. And remember, this area is Florida's richest, most heavily populated. The concentration of industry, agriculture, commerce and business make it Florida's best year 'round market with a high, stable purchasing power right around the calendar. The seasonal influx of visitors is a bonus advertisers enjoy at no extra cost. For coverage, for listeners, for sales in the heart of Florida's West Coast, use WFLA, the Tampa Tribune station.

5000 WATTS
DAY AND NIGHT

WFLA
The Tampa Tribune Station
TAMPA
NBC
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO

Feature of the Week



Mr. TWOMBLEY

BECAUSE human ears are directionalized and capable of discriminating among many sounds, high fidelity in FM, as long as it must come from a single loudspeaker, is of no help in making a program pleasing.

So maintains Lawrence Twombly of the Engineering Dept. of KSD St. Louis, who believes that certain fundamentals in the hearing of sound have been overlooked in the FM high fidelity controversy.

Music heard in a studio, Mr. Twombly says, would include the notes themselves, their overtones and reverberations from the walls, yet when all the sound is coming from a single loudspeaker this is impossible.

"An important thing about the sensation of hearing is that it is the result of the response to sounds by two ears," Mr. Twombly says. "Your left ear is more sensitive to a sound on your left side than is your right ear to the same sound. In other words, each ear is directional . . ."

The directional characteristic, according to Mr. Twombly, enables the hearer to concentrate on and understand what is being said on the other side of a noisy room while oblivious to louder sounds near to him.

Since a program coming from a loudspeaker must come from only one point, the sensation associated with two ears listening to many sounds coming from different directions is lost—and with it the sense of naturalness of the sound.

The remedy, which Mr. Twombly admits is impractical, would be a bi-aural system with two separate audio channels from two microphones to the listener's two ears.

Sellers of Sales

MANY A Canadian youth goes to the United States to make his way in a career because of greater opportunities, but few come back to do better in Canada than they did in the United States. Edward Gould is one of the exceptions. He left Toronto for New York fresh out of high school, made his way in the moving picture industry, then decided that he really belonged in Canada. Now he is radio director of McConnell, Eastman & Co., a major Canadian advertising agency with branches throughout Canada.

Eddie, as he is called throughout the radio trade, was born in Owen Sound, Ont., December 4, 1905, and early in life moved with his parents, bothers and sisters to Toronto where he received his education. He left Toronto for New York in 1924, determined to make his way in the entertainment world. For nine years he was associated with moving picture companies, the greater part with Pathe Pictures and Hugo Riesenfeldt, and did work for the Famous Players chain of theatres.

EDDIE

In 1933 the call to Canada became too great and he came home to Toronto to start a General Motors agency with a brother-in-law. In 1935 he gave up the automotive trade and joined McConnell, Eastman & Co. at Toronto as an account executive and, because of his entertainment experience, as radio director.

He supervises and produces one of the major musical radio shows in the Dominion, the Tip Top Tailors Sunday evening *Music for Canadians* on the Trans-Canada Network. He also supervises other radio accounts of the agency, including Canadian Food Products, Perfect Circle Co., Libby, McNeill & Libby of Canada, Progressive Conservative Party, Swift Canadian Ltd. (soaps and cleanser division), St. Lawrence Starch Co. Ltd.

For diversion he likes to read, his range being from straight fiction to economics. He married in 1940 and is a member of the Primrose Club and the Radio Executives Club of Toronto.

Remember the story about...

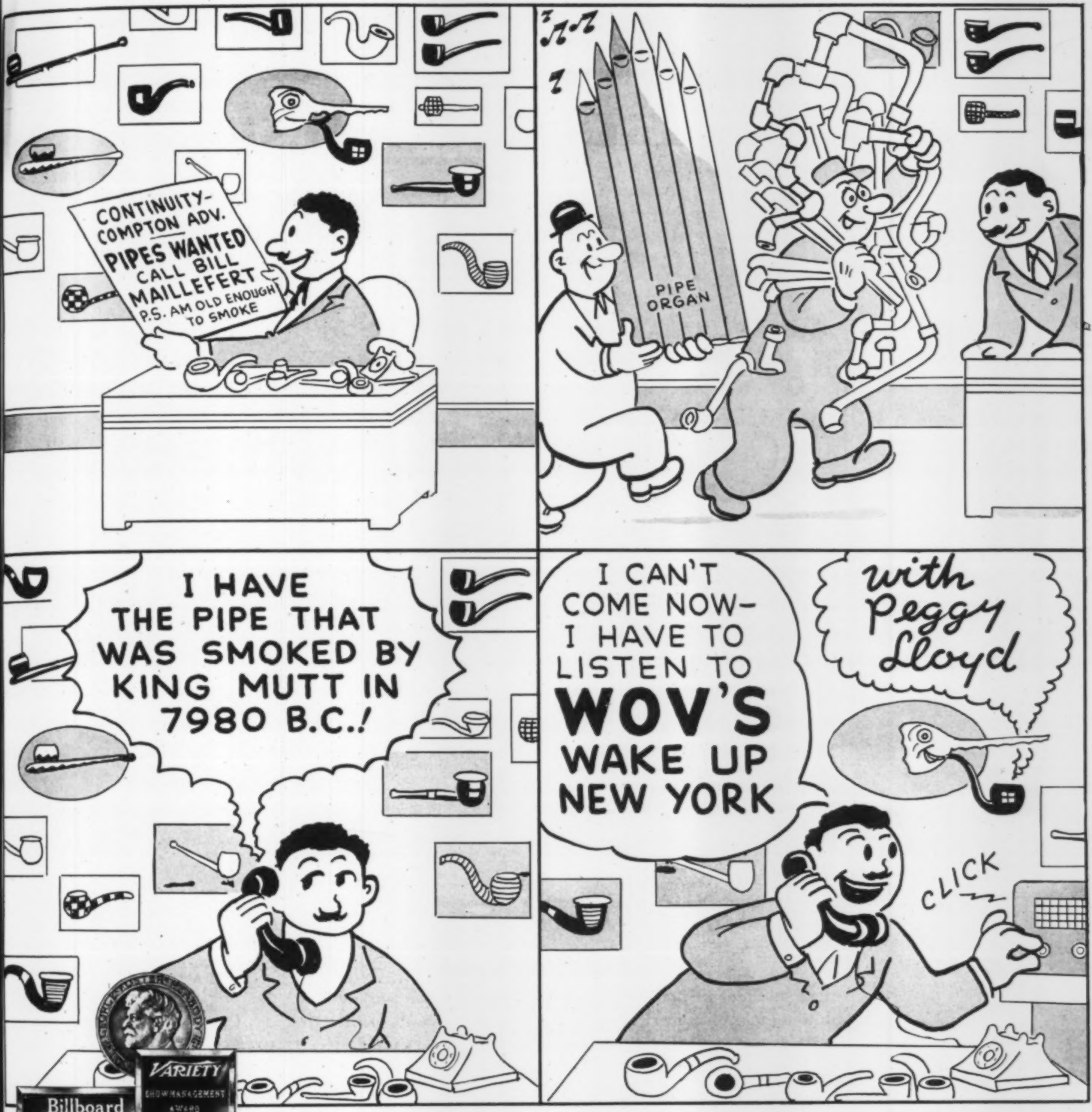
THE ELEPHANT

THE MOUSE

Keep your eye on WWDC in Washington! It's the station with the big sales wallop. There's only one reason for its power . . . people LIKE the station and its programs. We have sales success stories galore . . . we'd like to show them to you.

Keep your eye on
WWDC
Coming Soon—WWDC-FM

Represented Nationally by
FORJOE & COMPANY


CONTINUITY-
COMPTON ADV.
PIPES WANTED
CALL BILL
MAILLEFERT
P.S. AM OLD ENOUGH TO SMOKE
PIPE ORGAN
I HAVE THE PIPE THAT WAS SMOKED BY KING MUTT IN 7980 B.C.!
I CAN'T COME NOW– I HAVE TO LISTEN TO WOV'S WAKE UP NEW YORK
with Peggy Lloyd
CLICK
Billboard AWARDS TO WOV PUBLIC SERVICE • PROMOTION 1946
VARIETY SHOWMANAGEMENT AWARD 1945

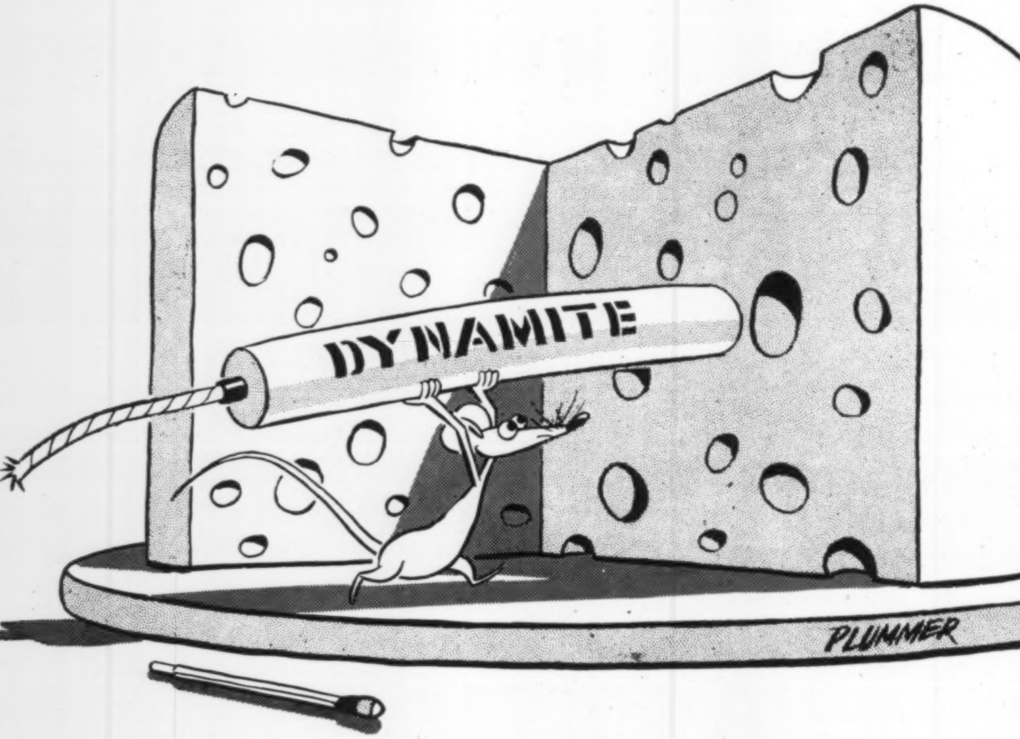
"Wake Up New York" is a carefully planned show that rates high among early morning programs. From 7:00 to 8:30 every weekday morning, it is doing a great job for participating sponsors. A few spots are available.

WOV

NEW YORK

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!



If you are a local or regional advertiser who wants to get a bigger and better BANG out of business—*F&P has some ideas that will appeal to you.*

Dozens of times in the past fourteen years, F&P has worked with ambitious manufacturers and agencies to *create* new business for everybody concerned—has helped, first, to plan and execute small test campaigns—has then pitched in on merchandising and advance work in new markets—has really assisted in the birth and growth of some of today's recognized advertising successes.

Whether your ambitions are large or small, you'll find F&P more than eager to put out the *extra effort* you need to "go places" in spot broadcasting. Shall we get together?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *3463 Penobscot Bldg.* Cadillac 4255
SAN FRANCISCO: *58 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 17 WASHINGTON, D. C., OCTOBER 28, 1946 $5.00 A YEAR—15c A COPY

Convention Realism Presages New Era

Mature Awareness Characterizes Session

By ROBERT K. RICHARDS

"I HOPE this may be the beginning of a real new era."

There appeared to be none among the hundreds of delegates who heard President Justin Miller of the NAB say it who doubted it.

He said it following the address of FCC Acting Chairman Charles R. Denny Jr. What Mr. Denny had told about 1200 of the 2000 delegates in the Palmer House's Grand Ball Room gave the hope strength.

NAB Convention Index, page 19.

Perhaps there was significance, too, in the fact that the words were uttered spontaneously. The voice carries greater sincerity when the eyes are not following text.

Certainly many among the audience—two above all others—could remember words spoken with equal spontaneity in 1941 at a convention in St. Louis. Maybe that's when the fuss began. Perhaps this was where it ended.

But though the areas of disagreement between the Government and the broadcasters had been narrowed considerably, they had not been obliterated.

This was evident in a panel discussion on freedom of speech Wednesday night when Mr. Miller and Mr. Denny engaged in a debate on the issue of freedom of radio. Although the two—one representing broadcasting and the other the Government—had found common cause on most matters, it was still apparent that the aggressive and eloquent lawyer had not in this case, changed the judge's mind about constitutional liberty.

Lost to many in the dramatic circumstances which attended this exchange was a development perhaps more significant than all others. Byron Price (distinguished editor; wartime censor and now vice president of the Motion Picture Assn. of America) and John S. Knight (outgoing president of the American Society of Newspaper Editors) said that radio's fight was their fight.

They asserted that radio was the most vulnerable of all media, that it was the first line of defense against encroachment on freedom of speech. That they believed it, and said it, and pledged their aid could mean only that radio had won to its cause the most powerful allies within its reach. This victory, more surely than any other, signified that American radio reached maturity at 25.

Mr. Miller said he "hoped" this was the beginning of a new era. Except for one factor, it may have been a sentiment stronger than hope. That factor was the Blue Book. In his frank and fact-packed address before the convention Wednesday noon, Chairman Denny took up the Blue Book as the first order of business. Stating that he spoke with unanimous consent of the Commission, he outlined the Commission's definition of the March 7, 1946 "report on public service responsibility of American broadcasters."

"That is the Blue Book," he said. "We do not intend to bleach it."

Summarizing, he observed: "I say that as applied to the Blue Book the cry of 'free speech' is a red herring." Those close to the rostrum heard him mutter under his breath, "in the moonlight."

Mr. Miller, rebutting his statement, carried out the piscatorial analogy: "I say it is not a red herring. I say it is a whale of a big problem."

He found one important partisian later in Mr. Price who told the audience at the freedom panel: "the power to license is the power to censor."

The "new era" portends other

(*Continued on page 88*)

They Smiled, but Bared no Teeth

Mr. DENNY Mr. MILLER

Clears Develop Revolutionary Plan

At Least 20 Stations Would Increase To 750 kw

A REVOLUTIONARY PLAN for realignment of clear channel stations whereby a minimum of 20 outlets would get 750,000 w each and would be reshuffled so that each of the four major networks would have five such stations to provide four different program services was approved last week by the Clear Channel Broadcasting Service for presentation to the FCC.

While no formal announcement was made, BROADCASTING learned authoritatively that CCBS, meeting in executive session in Chicago Oct. 20, gave its unanimous approval to the plan. Word, however, seeped out and the project became a topic of corridor conversation at the NAB Convention in the Palmer House.

Naming call letters in some instances, the plan evoked prompt but publicly unexpressed opposition from NBC and CBS. ABC and Mutual, which presumably would stand to benefit, however, made no audible protestations.

The plan, evolved after months of engineering studies and economic researches, will be presented by CCBS at the final hearing on the clear channel case to get under way sometime in January before the Commission en banc.

The hearing issue, succinctly, is whether some or all of the remaining two dozen clear channels shall be duplicated or, in the alternative, whether they should be retained with power beyond the present 50,000 w limitation. The objective is to provide greatest possible service to the nation as a whole, filling in the "white spaces" which show up on official coverage maps.

Louis G. Caldwell, general counsel of the clear channel group, Victor Sholis, CCBS director, Col. John H. DeWitt and Andrew W. Ring, Washington consulting engineer, jointly evolved the technical plan. Col. DeWitt has maintained a staff of engineers, researchers and statisticians aggregating more than 20 in the analysis of data used as the plan base. He has devoted full time to this project since his release from the Army Signal Corps some six months ago after he had "shot the moon" by radar.

The plan proposes power of the order of 750,000 w not only for the member stations of CCBS but also

(*Continued on page 100*)

BASED ON months of engineering and economic studies, a plan for increasing total U. S. radio coverage and affording a wider choice of programs in more areas has been evolved by the Clear Channel Broadcasting Service. This will be presented to the FCC when final hearing is held on the clear channel question early next year.

Radio's 'Operations Crossroads' . . . . *An Editorial*

RADIO had its own Operations Crossroads in Chicago last week. The fork to the tortuous path of self-regulation was chosen, after warnings that the other fork leads to the self-destruction that inevitably accompanies overly stringent regulation.

There were new performers in a new setting. Justin Miller made his first appearance as NAB president. Charles R. Denny Jr., made his debut before an NAB convention as acting chairman of the FCC. Neither avoided the issues. Both loosed hard-hitting wallops. The area of disagreement, reached in good spirit, surrounded all those things that broadcasters have conceived as inbred in the Blue Book, but which the FCC views as mirages.

Even before the youthful, eloquent and persuasive Mr. Denny had unburdened himself, the NAB under guidance of Judge Miller, had embarked upon its project to forcibly lift radio-programming by its bootstraps. Other leaders, like CBS' William S. Paley, and NBC's Niles Trammell, had called for action from within, before the tide of criticism from without reaches uncontrollable proportions. A public relations policy for radio—something that hasn't even existed till now—was urged as the running mate of a revitalized code.

Despite attempts at camouflaging, the Blue Book stood out as the one, main, burning issue. Mr. Denny didn't try to duck it. He did try to minimize it. He deprecated the use by Judge Miller in past utterances of truculent adjectives describing the Blue Book advocates. He nailed this down by pointing out that of the 322 applications pending for renewal at the time of the Blue Book's "publication," only seven have been set down for hearing.

However this reduction was accomplished, we welcome it along with Mr. Denny, the FCC and those broadcasters who are off the hook. Mr. Denny said the broadcasters have seen the light. We think the FCC saw it too, but whatever the reason it's heading in the right direction and in a new era of cooperation and compassion that can augur only for good.

The fact that three members of the FCC and most of its staff executives were there, was healthy. It enabled FCC to get the atmosphere in which the broadcaster lives at first hand, not from the bench. They saw not only the old-timers but hosts of newcomers in AM and FM, too. If they listened, they learned that radio is competitive because it is commercial, and that radio has problems that extend beyond the horizon of the FCC.

Judge Miller had met most of the nation's broadcasters at district meetings of the NAB during the last year. It was the first time he had met them in convention assembled. Broadcasters were instilled with a new confidence in their art and in themselves after listening to his exposition of the myriad issues which confront them and the Miller formula for their solution. They liked his brand of talk, his punch and his timing. They liked the way he met things head on and his artistry in making complex things simple. To a man they accepted him as their leader.

There were no personal feuds or undignified conflicts. There were honest differences expressed. There was no backing away from those issues in which radio's very freedom and existence is threatened. Mr. Denny and Judge Miller will meet monthly. That's the dawning of a new era. FMBI was dissolved and is integrated in the NAB, for FM is broadcasting, as is television and facsimile and pulse-time-modulation and whatever else the genius of radio's engineers may bring forth for mass dissemination to mankind.

In a little-heralded and sparsely-attended session Wednesday night—after the big show was all but over—there came the biggest show of all. The impact may have been missed by some. But in importance it overshadowed all else. It was there, in a forum discussion, that Byron Price, one of the greatest newsmen of all time, the war-time director of censorship, and now vice president and spokesman for the Motion Picture Assn., and John S. Knight, outgoing president of the American Society of Newspaper Editors, and publisher of important newspapers, pledged their support in radio's fight for freedom.

They recognized that radio is the first line of defense. They realized that when the visual radio media—television and facsimile—are full-blown, their own arts and industries will be licensed—licensed by the FCC. Mr. Price stated it simply: "The power to license is the power to censor." And Mr. Knight recognized too that when newspapers are transmitted by facsimile, the press becomes an FCC licensee.

Others participated in this pitched session that yielded the biggest result—for radio—in radio's spectacular and almost reckless quarter century. James Lawrence Fly, former chairman of the FCC who had not appeared on an NAB rostrum since his famed "mackerel in the moonlight" walkout of 1941, pitched in for a freer radio. Moderator Edgar Kobak guided the discussion and needled it to unequaled heights. Judge Miller took another fling. Chairman Denny answered him from the floor.

This Wednesday night session was the most adult discussion of radio since radio began.

There was plain, clean, honest, wholesome forthright talk at Chicago last week. There has been the same sort of thing in the past too. But somehow it lost its sweetness and clarity when the delegates went home. It became double-talk and gobbledegook.

This post-war year it must not happen again. If it does, broadcasters would be well-advised to study up on the care and feeding of the British Broadcasting Corp.

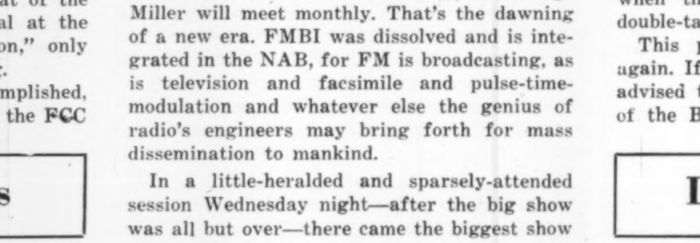
Miller's Address

THE FOLLOWING is an abstract of President Miller's keynote address.

NOW THAT I have finished the first year, of the five for which you chose me to be your president, I come to report progress and to talk with you about the prospects and the problems which the future holds for American broadcasting. It has been for you, as well as for me, a year of great organizational development. The association has undergone substantial changes which will manifest themselves in improved service during the years to come.

It has been, for me, a year of exploration and discovery. Throughout the length and breadth of this great country I have found you; in the big cities and in the small towns; operating stations which serve, directly, the people of many communities; operating great networks, which provide programs for nationwide consumption. In order to become as well acquainted as possible with all phases of broadcasting, I have attended nineteen District meetings, as well

(*Continued on page 63*)



Drawn for BROADCASTING by Sid Hix

Jimmy's Unbroken Record

Denny's Address

EXCERPTS from remarks of Charles R. Denny Jr., acting chairman of the FCC, at the NAB general luncheon session Wednesday.

THIS AFTERNOON I would like to discuss a number of current topics—the first being the Blue Book.

Before beginning I am pleased to state that the remarks which I am about to make have the approval of all of the members of the Commission. In fact, the approval which I have is so definite that I am not at all sure that this speech is not subject to judicial review under the new provisions of the Administrative Procedure Act of 1946. I should add that Commissioner Durr, who is in Moscow attending the Five-Power Telecommunications Conference, did not participate in the consideration of my remarks but I have no reason to believe that he would dissent.

Fight Expected?

Now I understand that some people are expecting a fight on the Blue Book issue. They expect this because of certain language used

(*Continued on page 42*)

Mr. Petrillo Brooks No Protestations

'Don't Make Me Laugh,' He Says of Offer By Transcription Companies

By FRED SAMPLE

RADIO'S DAVID—the transcription industry—was unable to duplicate the Biblical ending in its encounter with the Goliath of the American Federation of Musicians—James Caesar Petrillo—at the end of two days of hectic arguments over the AFM president's demands of a flat 50% increase.

As BROADCASTING went to press it appeared evident the transcription companies would have to meet the demands or find themselves without musicians today.

Although Mr. Petrillo told them he was "happy to compromise" his original offer made Monday of a 66⅔% increase over the old wage contract, he refused point-blank to retreat further than a blanket 50% increase for all categories, including open-end, spot, custom-built and library transcription performances.

This would boost the platter musicians' pay from $18 per hour, plus $12 per hour rehearsal, to $27 per hour. Under terms of both the old and new contracts, no AFM musician may play for more than 14½ minutes of actual recording during the one hour period.

On Oct. 18 Mr. Petrillo settled with the record companies for 37½% over the old wage scale of $30 per hour of playing time during which not more than five minutes could be recorded [BROADCASTING, Oct. 21].

12-Hour Session

Mr. Petrillo ended the 12-hour Wednesday session in the smoke filled Palmer House suite by informing the transcription men they had until 2 p. m. Saturday to place their newly-signed contracts on the desk of Rex Riccardi in the AFM New York office. Unless they comply, he told them, they could expect to go into retirement on AFM's "unfair" list.

Representatives of the open-end production firms such as Frederick W. Ziv, asked permission to break away from the other transcription firms to attempt to negotiate with Mr. Petrillo on their own, but there seemed slight hope of any special deal that would improve their situation.

The 50% increase was not swallowed without protest. Aside from the increased cost of producing the scores of musical programs which have become a vital part of the radio industry, the transcription men were unanimous in their disgust at the whipping boy position in which they found themselves.

Each of the 20 representatives felt that he was substituting by proxy for the industry which was holding its 24th annual convention—the NAB.

The majority of their arguments against Mr. Petrillo's proposals were voiced firmly but without conviction. Mr. Petrillo himself lost no time in revealing why they had been summoned before his board. Radio, he shouted time after time, was making too much money—too many small stations were growing fat off their advertising diet without asking the local union to sit down at the feast.

Comments on NAB

The few printable comments he had to make about the NAB, whose delegates frequently barred his way into the Palmer House elevators, were to the effect that it was merely a hired hand of a rich band of merchant princes. Mr. Petrillo said he had no intention of meeting at a future date with NAB President Justin Miller to discuss mutual problems.

He was particularly bitter about the Lea Act, which he said was instituted with malicious intent to slander and defame him. He said he had no doubt as to the outcome of his pending trial before the U. S. District Court in Chicago, nor of the outcome should it go before the U. S. Supreme Court, which he is certain it will. No law so discriminatory, he said, that it is used only for the prosecution of one individual can be called Constitutional.

The transcription people made frequent—and futile—attempts to return to the original subject of discussion. But Mr. Petrillo was adamant both in his wage demands and his annoyance at the radio industry which the transcription people serve.

Acting as spokesman for the defense, Gerald (Jerry) King, partner in the firm of Standard Radio, told Mr. Petrillo he was authorized to offer an increase of $3.75 over the old $18 minimum wage scale. Mr. Petrillo's answer was an abrupt "don't make me laugh."

The transcription companies also attempted without success to point out the different profit levels between record and transcription companies. They presented facts to show that last year record companies grossed in excess of $100,000,000 from the sale of records to retail outlets, juke boxes and radio stations. In contrast, the transcription industry's gross sales were only $3,000,000.

Mr. Petrillo readily admitted that the record industry, under the terms of last week's wage contract of 37½% increase would contribute proportionately less to the AFM coffers than the transcription services. But, he said, pounding the table, transcriptions help radio stations reap tremendous profits and radio stations must, even if by indirection, pay for putting unknown musicians in small cities out of business.

He was told that according to figures submitted by the AFM in its annual report to the U. S. Treasury that phonograph companies contributed $1,500,000 in 1945 for musicians' fees, while the transcription people nearly matched that amount to the extent of $1,400,000. Didn't Mr. Petrillo think, in the light of the dis-

(*Continued on page 98*)

Paley Urges Stronger NAB Standards

CBS Chairman Proposes Plan to Answer Criticism

STRENGTHENING of the NAB Standards of Practice, with provision for extension of its scope and better enforcement was urged by William S. Paley, CBS chairman of the board in a straight-from-the-shoulder address to the NAB convention Tuesday morning.

In scanning the industry from the perspective of a top network executive recently returned from several years war service abroad, where he had a chance to watch other types of broadcasting at close range, Mr. Paley exposed sore spots in the radio body and then offered a course of treatment.

The young CBS executive, with FCC Chairman Charles R. Denny sitting a few feet to his right, even turned a clinical spotlight on broadcast advertising and program practices. He declared his belief however, that the FCC Blue Book developed from propaganda, much of which was aimed at the Commission.

He was critical of broadcasting's lack of information on program practices, saying, "To me it is an absurdity that the most complete information on program practices throughout the industry is known not to us, but is known to the FCC. Information of this nature is essential if the average broadcaster is not to continue to operate on hunch instead of according to a formulated plan of industry-wide action.

Facts Needed

"It is just such an industry-wide plan of action that I now wish to propose to improve our standards and to counteract our collective failure in answering our critics. To start with, we need more facts to go on. We ought to gather pertinent program data, including advertising copy data for the whole industry. But that is only preliminary.

"Our real task is to earn and hold public confidence by deserving it, matching with our own responsibility the responsibility we ask of critics. All this spells out a strong case to me for a strengthened, extended and better enforced Code of Standards. Not a code which limits and narrows, but which stimulates and encourages the whole industry to broader accomplishments on a still higher plane.

"Doing something more and something better about the code is the concern of this association. It will be a hard job. There will be no pleasure whatever connected with its formulation, or its enforcement. But I see no alternative. We cannot in good sense evade or compromise the question. Our collective security is involved. More perhaps than any ordinary industry we need a strong code because we are so scattered, we are so habitually victimized by a lack of discrimination, and the faults of the few cause so severe a reflection upon the many.

WILLIAM S. PALEY, CBS
"We Must Clean Up"

"I suggest, first, that this association formulate a new and detailed Code of Program Standards—a code which will prohibit practices which detract from the good name of radio as a whole. And I

(*Continued on page 101*)

Criticism of BMB Withheld at Chicago

Failure of Battle To Materialize Is Surprise

By BRUCE ROBERTSON

THE BMB SESSION Tuesday afternoon turned into a surprise party for the more than 1,000 broadcasters attending the session when a call for questions by the session's chairman, NAB President Justin Miller, failed to evoke a single response.

Station criticism of BMB's recently issued Station Audience Reports, amounting in the case of at least one station, WKY Oklahoma City, to outright repudiation of the BMB data [BROADCASTING, Oct. 14], had led to expectations that BMB spokesmen would be in for a stormy question period at the convention. That this did not come about is high tribute to three factors: The exhaustive explanation of BMB president Hugh Feltis on exactly what BMB data mean and what they do not mean; the praise given Mr Feltis, his organization and its operations to date by the presidents of the American Assn. of Advertising Agencies and the Assn. of National Advertisers; and the summing up by Judge Miller to the effect that the less one knows about a thing the easier it is to criticize and that for himself the fact that the research experts of advertisers, agencies and broadcasting organizations have approved the BMB techniques was sufficient.

STORMY SESSIONS on BMB had been expected for the NAB's Chicago sessions, following reports of dissatisfaction by certain segments of the industry. Failure of such a battle to erupt at the BMB session came as a distinct surprise. On the other hand, the statement of an unnamed broadcaster indicates the upheaval is not averted, just delayed.

Traces Research History

J. Harold Ryan, vice president, Fort Industry Co., BMB board chairman and moderator, opened the session with a brief history of radio research. He pointed out that for more than 15 years broadcasters have been attempting to set up standards for determining who listens to a station and where they live, but that not until the BMB formula was evolved did they find one that was acceptable to advertisers, agencies and broadcasters alike.

BMB BRAIN TRUST (l to r) Frederic Gamble, president, American Assn. of Advertising Agencies; Paul West, president, Assn. of National Advertisers; Hugh Feltis, president, BMB.

He described the tripartite set-up of BMB, with every step in its procedure approved in advance by representatives of all three groups, and hailed this cooperation between broadcasters and their customers as second in importance only to the BMB formula itself. He warned the audience not to mistake surface errors for fundamental ones, declaring that BMB's basic techniques are as sound today as they were two years ago when they were unanimously adopted by NAB.

Stressing the joint effort of broadcasters, advertisers and agencies whose researchers and executives together "set the BMB pattern, established the standards and assured the representativeness of the sample," Mr. Feltis stated that these men from all three groups "have agreed and are prepared to demonstrate to anyone that the techniques and the methods and the size and the distribution of this study are adequate to measure how many families listen to a station and where these families live.

BMB's Dimensions

"BMB," he declared, "has measured the how many and the where of station audiences. These are the two basic dimensions which BMB set out to measure and which BMB has accomplished. And that is all we proposed to do in this study."

BMB does not measure, he continued, "how often they listen, how many hours they listen, what programs they listen to or average-minute listening." BMB's reports, he said, do not show individual program audience, available program

(*Continued on page 36-D*)

NAB Chooses Eight Directors; Four Reelected From Stations

EIGHT NAB directors were elected at the Wednesday business session—two directors at large for small medium and large stations, and one each for NBC and CBS. MBS refused to sit on the board other than as an observer.

Elected for small stations were: Clair R. McCollough, WGAL Lancaster, Pa., who was reelected, and Wayne Coy, WINX Washington. For medium stations: T. A. M. Craven, WOL Washington (reelected) and G. Richard Shafto, WIS Columbia, S. C., (reelected). For large stations: J. Harold Ryan, WGBS Miami (reelected), and Harold Hough, WBAP Ft. Worth.

NBC nominated Frank M. Russell, Washington vice president for network member. CBS nominated its president, Frank Stanton. Both were reelected. Mr. Hough replaced J. Leonard Reinsch, WSB Atlanta. Mr. Coy replaced Matthew H. Bonebrake, KOCY Oklahoma City.

NEW MEMBERS of NAB Board of Directors were guests at final meeting of the old board Monday night. Around table, starting with President Justin Miller and Frank Stanton, CBS, at the right end of the table are (clockwise around table): William B. Smullin, KIEM Eureka, Calif.; Edgar Kobak, MBS; Harry R. Spence, KXRO Aberdeen, Wash.; Leslie C. Johnson, WHBF Rock Island; Hugh B. Terry, KLZ Denver; John E. Fetzer, WKZO Kalamazoo; C. Bruce McConnell, WISH Indianapolis; Matthew H. Bonebrake, KOCY Oklahoma City; Ed L. Hayek, KATE Albert Lea, Minn.; Michael R. Hanna, WHCU Ithaca; A. D. Willard Jr., NAB executive vice president, at foot of table; G. Richard Shafto, WIS Columbia, S. C.; Campbell Arnoux, WTAR Norfolk; Frank M. Russell, NBC; Hugh A. L. Halff (guest), WOAI San Antonio; William B. Way, KVOO Tulsa; Martin B. Campbell, WFAA Dallas; Don Petty, NAB general counsel; Clair R. McCollough, WGAL Lancaster; C. E. Arney Jr., NAB secretary-treasurer; John J. Gillin Jr., WOW Omaha; Fred W. Borton, WQAM Miami; George D. Coleman, WGBI Scranton; J. Harold Ryan, Fort Industry Co.; Wiley Harris, Jackson, Miss.; Hoyt B. Wooten, WREC Memphis. New members are Messrs. McConnell and Harris, succeeding Messrs. Fetzer and Wooten respectively. Not in photo, Paul W. Morency, WTIC Hartford; William B. Ryan, KFI Los Angeles; J. Leonard Reinsch, Cox stations; T. A. M. Craven, WOL Washington; James D. Shouse, WLW Cincinnati.

FM Committee Born at Convention

Promotion Group Arises Following Death Of FMBI

By BILL BAILEY

THESE FM broadcasters-enthusiasts laid the foundation for a new promotional organization after FMBI voted to dissolve last week. Standing (l to r): Leonard Asch, WBCA Schenectady; W. R. David, General Electric Co.; Jonas Weiland, WFTC Kinston, N. C.; Gordon Gray, WMIT Winston-Salem; Frank Gunther, REL, Long Island City, N. Y.; E. J. Hodel, WCFC Beckley, W. Va.; Wayne Coy, WINX-FM Washington. Seated (l to r): Milton Sleeper, editor, *FM & Television;* Theodore Granik, Washington FM grantee; Stanley Ray, WRCM New Orleans; Roy Hofheinz, KTHT Houston, acting chairman; Ira Hirschman, WABF New York; C. M. Jansky Jr., Jansky & Bailey, Washington; Leonard Marks, Washington attorney; Raymond Kohn, WMFZ Allentown, Pa.; Everett Dillard, KOZY Kansas City, WSDC Washington.

A NEW FM organization, known temporarily as the FM Committee, was born last week during the NAB Convention in Chicago a few minutes after FM Broadcasters Inc. officially passed into history.

Heading the new organization is Roy Hofheinz, operator of KTHT Houston and an FM applicant. He was named chairman of a Steering Committee of 11 to formulate plans for a nationwide promotion campaign to sell FM to the public.

At the seventh annual meeting of FMBI—which proved to be the last—the membership voted 42-8 to dissolve. Meeting in the Palmer House, the session was punctuated by demands from the floor for a promotional organization.

Led by Ira Hirschman of WABF New York, independent FM outlet, the move to set up a new organization—not a trade association but purely a promotional group—gained momentum as member after member demanded that "immediate steps be taken to properly present FM to the public."

Walter J. Damm, FMBI president, pointed out that the NAB could not use its funds to promote any single segment of broadcasting. At the opening NAB Convention session on Monday he stated he was opposed to two trade associations and suggested that NAB could do a job for FM broadcasters.

Refund From FMBI

When the members formally killed FMBI after seven years of a hectic life, they approved a resolution adopted by the board of directors earlier to refund on a pro-rata basis any remaining funds in the treasury. FMBI had a balance, as of Oct. 18, of $7,644.09. After necessary liquidation expenses are deducted, it was estimated the refund would aggregate about $6,000.

At its sixth annual meeting Aug. 14, 1945, the FMBI voted by proxy to merge with the NAB on a year's trial basis. Three FMBI board members, together with President Damm, were named to serve with three NAB board members on a special NAB FM executive committee.

Last May the FMBI board discussed a recommendation to dissolve FMBI but there was some dissension on the part of some members who felt that an organization was needed to do a promotional job. President Damm told the final membership meeting the FMBI had three alternatives: (1) to dissolve FMBI, recognizing the ability of NAB to serve as an overall trade association for all forms of broadcasting, "in no way negating the possibilties of organizing a promotional organization"; (2) continue FMBI as a promotional organization, recognizing NAB as the trade association; (3) reactivate FMBI as a full-fledged trade association.

A resolution adopted by the FMBI board, which met in Chicago Sunday, Oct. 20, recommending the dissolution of FMBI was passed 42-8. Under the temporary merger arrangement with NAB, FMBI members' dues are paid to Nov. 1, Mr. Damm explained. After that former FMBI members will be classified as any other regular NAB member.

Immediately following the demise of FMBI, Mr. Hirschman rallied a group of more than 35 in a corner of the meeting room and acted as chairman of the rump session.

Among those attending were nine former FMBI board members, including Wayne Coy of WINX and WINX-FM Washington, one of the leading proponents of a free radio and strong FM organization of the old FMBI.

Committee Members

The small group, on motion of Mr. Coy, elected a Steering Committee of 11 to formulate plans for a new organization which will undertake the job of promoting FM on a national and regional basis. On that committee are: Mr. Hofheinz, chairman; C. M. Jansky Jr., Jansky & Bailey, Washington; Everett Dillard, Commercial Radio Equipment Co., (KOZY-WSDC); Mr. Coy, Stanley Ray, WRCM New Orleans; Gordon Gray, WMIT Winston-Salem, N. C.; Raymond F. Kohn, Allentown, Pa., FM grantee;

(*Continued on page 68-A*)

OVERHEARD

"HE (Mr. Denny) is a Harvard Law School graduate and also a regular guy,"—Judge Miller . . ."The Commission has been used as a boot camp to toughen an OPA administrator"—Chairman Denny . . . Commissioner Jett, looking at pink identification badge provided for him by NAB,—"It should have been blue" . . . "If the Commission keeps on licensing stations there won't be enough people to go around" — A Broadcaster . . . "Whewieeeee"—The audience when Chairman Denny quoted the St. Louis Globe Democrat *to this effect, "until radio learns the same self control as newspapers over its more noxious commercials it merits censure."*

Blue Book, Slow Production Retard FM

Armstrong, Denny, Damm Address FM Panel On Opening Day

LACK OF RECEIVERS and transmitters, ignorance on the part of the public of FM and material shortages are contributing factors in the delay in getting FM started as a nationwide service comparable to AM.

That was the consensus of Government and industry experts who participated Monday in the opening session of the NAB 24th Annual Convention at the Palmer House, Chicago. With the Grand Ballroom jammed to overflowing, RCA televised the proceedings for viewing in an adjoining room to accommodate delegates.

NAB President Justin Miller, who took office in October 1945, made his first appearance before the NAB membership when he formally opened the convention.

He emphasized FM as "one of the most important phases of radio broadcasting" and paid high tribute to Prof. Edwin H. Armstrong, inventor of FM, who opened panel with a resounding denunciation of FCC's Blue Book and other "unsound restrictions and artificially created shortages."

Participating in the panel were Walter J. Damm, vice president and general manager of the *Milwaukee Journal* radio interests (WTMJ WTMJ-FM); Charles R. Denny Jr., acting FCC chairman; Dr. W. R. G. Baker, vice president, General Electric Co. and chairman of the Engineering Committee, Radio Manufacturers Assn.; T. A. M. Craven, vice president, Cowles Broadcasting Co., former FCC commissioner; Paul A. deMars, consulting engineer; Lester

(*Continued on page 68-B*)

FMBI BOARD met prior to FM luncheon panel. Left to right (seated): Arthur Church, KMBC-FM Kansas City; Walter Damm, WTMJ-FM Milwaukee; Wayne Coy, WINX-FM Washington; Theodore C. Streibert, WOR New York. Standing: G. William Lang, WGNB Chicago; Gordon Gray, WMIT Winston-Salem; C. M. Jansky Jr., Jansky & Bailey; L. W. Herzog, WTMJ-FM.

Censorship Is FCC vs. NAB Issue

Denny Is Reassuring, Miller Not So Sure Of Air Freedom

By J. FRANK BEATTY

THE SPECTRE of FCC censorship of radio, held over broadcasters since the Commission handed down its dangerously nebulous Mayflower decision several years ago, was at least partly dispelled Wednesday night at the NAB convention by Acting Chairman Charles R. Denny Jr.

Towards the waning minutes of a discussion in which all participants in a radio freedom panel agreed that movies and newspapers were free but radio had a few shackles on its vocal cords, one of the most dramatic incidents in broadcasting history developed.

Major Engagement

Entirely without planning, Chairman Denny and NAB President Justin Miller performed a half hour of legal surgery on the regulatory carcass. They operated in the glare of five RCA and Balaban & Katz television floodlights as 500 banqueters watched. The two leaders, historically labelled as antagonists, took off their coats in what might have developed into just another skirmish. It became a major engagement, most agreed.

Chairman Denny forgot forensics to discuss with ex-Justice Miller the regulatory flaws that have accumulated in a score of years of federal regulation.

Mr. Miller started the discussion by asking Moderator Edgar Kobak, MBS president, if he might add a few observations. The freedom of speech panel seemed to be succumbing because everybody was in favor of freedom of speech.

Mr. Miller delivered a lecture on the evolution of constitutional law affecting broadcasting.

The Constitution protects broadcasters, he said, and court decisions are broad enough to cover technological progress.

The Communications Act itself was passed by Congress under authority of the Commerce Clause, he said, and the First Amendment expressly limits FCC's powers.

Sec. 326 of the statute specifies that FCC shall hand down no regulations or impose no conditions which interfere with freedom of speech, he said.

NAB wants a chance to take both the freedom of speech and censorship issues to the Supreme Court, Mr. Miller concluded, bringing up the threats inherent in the still effective Mayflower decision. (This same ruling frightened a broadcast station into promising it never again would take sides in political campaigns.)

Denny Responds

Moderator Kobak invited Chairman Denny to respond. He accepted, and agreed that FCC's power flowed from power of Congress to regulate interstate commerce. Moreover, the First Amendment's protective provisions applied to radio and facsimile. He agreed that Sec. 326 specifically forbids the Commission from issuing any regulation abridging freedom of speech. And he writes this in a thousand letters a week to listeners who want the FCC to ban programs or talent, he said.

Mr. Denny agreed that the Mayflower decision infringes on freedom to editorialize. He agreed that newspapers operating facsimile stations deserve the same freedom to editorialize on this service they en-

(*Continued on page 97*)

Rep. MARTIN

Rep. Martin Asks FCC Investigation

Accuses Federal Censorship And 'One-Sided Propaganda'

A FULL investigation by Congress of the FCC, in light of its Blue Book and other attempts at program control was demanded in a statement for release today by Rep. Joseph W. Martin Jr. (R-Mass.), Minority Leader in the House.

Slated to become Speaker, should the Republicans win control of the House next week at the Nov. 5 elections, Representative Martin asserted:

"It is a matter of common knowledge that unfair government censorship and one-sided propaganda have been imposed on the operators of both stations and networks through the agency of the FCC. A free radio, like a free press, "should be determined by the natural interests and tastes of the American people."

"Attempts by the FCC to exert undue influence over programming can be interpreted in only one way —as an attempt to fasten an un-American concept and a direct violation of Constitutional principle on the operations of the radio industry," he declared.

On the Blue Book, the Minority Leader had this to say: "The FCC Blue Book, unauthorized attempts by FCC personnel to control the percentage of commercial time, suspected political conspiracy against licensee, and many other policies and actions warrant a full investigation of the Commission by the Congress."

Set Decontrol

IMMEDIATE decontrol of radio sets from OPA price ceilings will be requested by the OPA Radio Set Industry Advisory Committee, the Radio Manufacturers Association said last week. Meanwhile OPA spokesmen indicated radios may be decontrolled Nov. 1.

Enthusiasm Greets New Color Process

Intervention Is Planned By Thomascolor At Hearings

FIRST TRADE demonstrations of the new color process, Thomascolor, were viewed with tremendous interest in Chicago last week. Though no television-electronic system has been developed for it yet, it is believed to be easily adaptable to low-and high-band video. Real test will come if its inventor, Richard Thomas, intervenes in CBS color hearings before the FCC Dec. 9.

A NEWCOMER in the color vs. black & white television embroglio moved into focus last week in Chicago with the first trade demonstrations of Thomascolor, full color film process developed by Richard Thomas, West Coast inventor.

While no claim is laid to development of a fully-electronic color video system, engineers who viewed the motion picture projections (no television-electronic system has been developed) contended that the system should be adaptable to low band black-and-white transmission without fundamental change in transmission or scanning methods. It logically followed, said these engineers, that high-band television could be adapted.

Among those who witnessed full-color movie projection of Thomascolor were Acting Chairman Charles R. Denny Jr., and E. K. Jett, along with FCC Chief Engineer George P. Adair. T. C. Streibert, president of WOR New York, and J. R. Poppele, WOR chief engineer; Carl Myers, chief engineer of WGN Chicago; E. C. Page, vice president and chief engineer of Mutual, and several top engineering representatives of broadcast and television equipment manufacturing companies, also saw private demonstrations of it at the Blackstone Hotel.

Immediate intervention in the hearings scheduled for Dec. 9 before the FCC on standards for color television, based upon the petition filed by CBS [BROADCASTING, Oct. 14] is contemplated by Thomascolor Inc., of which Inventor Thomas is president and principal stockholder.

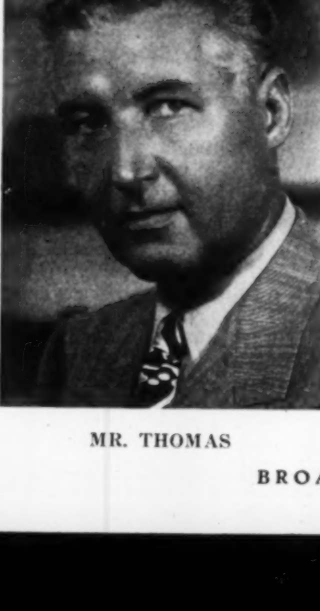
Although Thomascolor is not an applicant for television facilities, Mr. Thomas explained it does have a fundamental interest in the setting up of standards for color transmission and plans to make a full presentation at the FCC hearings. Both legal and engineering counsel will be retained.

Mr. Thomas is the holder of a number of patents on color photography. The process also can be used in color separation plates for photoengraving, substantially reducing the intricacy of the process and the cost factor. It has many other adaptations in which full color reproduction is desired.

Stockholders in Thomascolor Inc. include Carl Haverlin, vice president of Mutual in charge of station relations, who has known Mr. Thomas for more than a decade. Mr. Haverlin was Mr. Thomas' next-door-neighbor in Beverly Hills when the former was general manager of KFI, and became a stockholder and vice president of the company at that time. No television connection, however, was in contemplation then.

Another stockholder is Fleetwood Southcott, well-known motion

(*Continued on page 95*)



MR. THOMAS

Jansky Flays FCC 'Discrimination'

Tells School Broadcasters FM Can Make Real Free Radio

HIGHLIGHTING the three-day School Broadcast Conference in Chicago, Oct. 21-23, C. M. Jansky, of Jansky & Bailey, consulting engineers, Washington, D. C., threw a verbal bombshell into the midst of 1,100 delegates attending the tenth annual meeting of the nation's educational broadcasters by an attack on the FCC and what he termed its "discrimination against one licensee in favor of another."

After three days of speeches, panel discussions, and forums lauding the importance of radio in its role of educating the nation's youth, the educators prepared to listen to additional paeans of praise for the anticipated future of FM educational broadcasting.

Instead, Mr. Jansky, after a brief explanation of the basic differences between FM and AM, launched into an indictment of the FCC for pressure to reduce existing powerful frequencies "in favor of more and more small stations with restricted audiences."

As a result, it will be increasingly difficult to fulfill the public service obligations desired by the Commission of its AM licensees, he said.

"What is taking place today as a result of yielding to the demand for more facilities is a constant deterioration of the size of the coverage areas of existing stations to the point where coverage obtained by each is gradually growing less and less," he declared.

FCC Contradictory

He scored the Commission for its insistence on applicants living up to their requirements of "in the public interest, convenience and necessity," while publicly demanding a "free radio."

"Under this philosophy can there exist in this country such a thing as a 'free radio' in the truest sense of the words, particularly if the term "free radio" is interpreted as meaning a broadcasting system entirely free of control or influence by government with respect to program content?"

Mr. Jansky told his audience that freedom of speech guarantees the right to anyone to hire a hall, collect an audience and, within the bounds of decency, say anything he chooses. Freedom of press, he maintained, gives each person the right to start a newspaper or magazine and within reason publish in it anything he wishes.

But, asked Mr. Jansky, does this situation exist in broadcasting today?

He recited the Commission's own ruling in the "Mayflower decision" of 1941, in which it maintains that to operate in the "public interest" the broadcaster cannot be an advocate.

Mr. Jansky said a newspaper editor or a public speaker is subject only to the laws of libel or slander. Such a person can support the candidacies of his friends, as well as the principles he happens to favor, he declared.

"In brief, he can be an advocate. These rights are guaranteed to him by the Constitution. Apparently, however, the broadcaster can do none of these things."

He said it was a physical impossibility for AM broadcasting to operate as a "free radio" due to the limitations of the AM band itself.

Regulation

"So long as a Government agency to prevent interference grants station licenses to some and at the same time denies licenses to others we can expect that the program activities will be regulated in what is loosely defined as 'the public interest,'" he said.

Mr Jansky told his audience that the only "reasonable" and "quantitative" definition he had heard of the term "public interest" was the remark of a friend: "It is what four members of the Federal Communications Commission think upon a particular subject at a particular time."

Discrimination by the Commission in favor of one licensee over another is, he believes, the inevitable result of confining broadcasting to a system the outstanding characteristic of which is limitation of physical qualities."

Champions FM

Mr. Jansky then proceeded to champion FM as having none of the physical limitations of AM, nor a reason to compete for mass audiences with increased power or selected frequencies.

The establishment of a truly free American radio needs only the creation of an allocation structure extensive enough to provide enough stations with adequate coverage to permit the issuance of licenses to all who desire to operate them, he said.

Mr. Jansky cited five advantages of FM over AM. They are, he said, (1) FM can deliver larger coverage areas from single transmitters than can be obtained from any of the existing AM stations except those few fortunate enough to en-

(*Continued on page 99*)

Convention Index

Convention Realism Presages New Era 13
Clears Develop Revolutionary Plan 13
Radio's 'Operation Crossroads'—An Editorial 14
Miller's Address 14
Denny's Address 14
Paley Urges Stronger NAB Standards 15
Criticism of BMB Withheld at Chicago 16
NAB Chooses Eight Directors 16
New FM Committee Born 17
Blue Book, Slow Production Retard FM 17
Censorship Is FCC Vs. NAB Issue 18
Enthusiasm Greets New Color Process 18
Side Glances 19
Facsimile Comes of Age in Chicago 20
'We Should Not Be Complacent,' Says Trammell 20
FM Dominates Transmitter Exhibit 26
Sil Aston Wins 'Broadcasting' Golf Cup 32
ABC Affiliate Dinner—Pictures 87
CBS Groups Assess Network Activity 90
NAB Advises Small Market Stations 98

President Lauds Radio's News Work In Letter to First NARNE Session

PRESIDENT Harry S. Truman, in a letter to the first national convention of the National Association of Radio News Editors in session at Cleveland last week, praised radio for the tremendous job it has done in helping the American people of today become more aware of domestic and international events than ever before. The President's letter to the convention was read by John F. Hogan, convention chairman and news editor of WCHS Portland, Me.

The President, extending his greetings and best wishes for the sound and steady growth of the new organization, stated in the letter, "The people will look to their radio to develop this (news) service as much as possible in the future. An informed democracy is our best hope for the strength and unity we must have if we are

(*Continued on page 97*)

Side Glances

By

Jean Eldridge

CLYDE F. COOMBS, general manager KARM Fresno, spent the Convention week in his friend's shirts, socks, etc. Mr. Coombs lost his luggage somewhere between Fresno and Chicago.

* * *

EDWARD R. MURROW and DAVIDSON TAYLOR, CBS vice presidents, drove from New York to Chicago for the Convention. Mr. Murrow, who participated in BROADCASTING's golf tournament, claimed his legs were too weak to play good golf.

Mr. Murrow

* * *

JOE B. CARRIGAN, owner KWFT Wichita Falls, Tex., overlooked no business chances. He held a cocktail party Sunday night at the Pump Room for a group of time buyers and distributed 1,000 decks of cards carrying the station's call letters to NAB members during the week.

* * *

FIRST annual meeting of the "Radio Vips," the contingent which visited Europe in August-September 1945, was held in conjunction with the NAB Convention in Chicago. Host was Clair R. McCollough, Mason-Dixon group, at a soup-to-nuts dinner Tuesday night with all save three of the group there. NAB President Justin Miller, spokesman of the entourage, presided.

* * *

PAUL MOWREY, ABC's national director of television, found a steak in one of the Loop restaurants. Said he: "If we televised this T-bone in New York, it would pull more mail than Lana Turner."

* * *

LEE LITTLE, general manager of KTUC Tucson, and WAYNE A. SANDERS, program director of KTUC arrived in Chicago topped with white sombreros.

* * *

RICHARD HEAD, general manager of KGGM Albuquerque, and ROY COWAN, salesman of Taylor-Howe-Snowden, New York, discovered that they were the "same guys" who worked together at WBAP Dallas 18 years ago. Mr. Cowan now represents Mr Head's station.

* * *

WALTER PATZLAFF, salesman of Branham Co., Chicago, entertaining CLYDE W. REMBERT, general manager KRLD Dallas, HENRY SLAVICK, general manager WMC Memphis, and JOE TIMLIN, manager Branham's N.

(*Continued on page 98*)

Facsimile Comes of Age in Chicago

Increased Speed, and Lowered Costs Make Widespread Use Possible

FACSIMILE reception has progressed from a prewar speed of four square inches a minute to 45 square inches on standard communications machines today, with experimental speeds up to 88 square inches a minute achieved in the laboratory, Capt. W. G. H. Finch, owner-operator of FM-facsimile station WGHF New York and president of Finch Telecommunications, told an NAB session on facsimile.

Speaking as head of the facsimile committee of Radio Manufacturers Assn., Capt. Finch said that tentative standards to insure that all purchasers of facsimile recorders can receive service from all stations in their areas have already been agreed on by the committee and will shortly be submitted to the Radio Technical Planning Board and then to the FCC for consideration. If the Commission approves, the standards will be as follows, he reported:

"The page will be four newspaper columns wide plus margins and printed with a definition of 105 lines per inch or four standard size letterheads of 8½" by 11" produced every 15 minutes. It will be sent at the rate of 360 scanning lines per minute, which gives a speed of about 28 square inches of actual printed matter per minute. At the beginning of each line a short timing or framing pulse will be sent for the purpose of aligning the line printed by the receiver with the preceding and following lines."

"THE SLEEPER" of the Industry, facsimile, has been found to be not only wide awake, but also ready for action. BROADCASTING reports herewith the revelations in Chicago at the NAB Convention.

STANDARDS for facsimile have been agreed on by developers of two systems, facsimile meeting was told. On program were (seated, l to r): John V. L. Hogan and W. G. H. Finch, inventors of systems. Back row, Elliot Crooks, Radio Inventions Inc. and director, Newspaper Publishers Facsimile Service; James McLean, General Electric Co.; James Middlebrooks, NAB engineering director.

Capt. Finch stated at the session Monday afternoon that the paper cost has been reduced from $3.00 to 50c for a 100-foot roll of paper 8½ inches wide, so that a 15-minute broadcast would now cost the recipient two cents in paper.

Of the commercial possibilities of facsimile, he said: "It is ideally suited to putting attractive, effective advertising in the hands of potential customers. It is possible to illustrate—to depict the items for sale as well as describe them. Not only can the customer see what is for sale—he can keep the picture record instead of getting a mere fleeting glimpse as in television, and be reminded of the items later in case they should slip from his memory. For the first time we have a radio device which can readily make retail sales."

Description

Capt. Finch expressed the belief that as FM grows to the point of having two to five million receivers in the hands of the public, "we can expect at least one fifth of them to be equipped with facsimile recorders, and in time most of them if the facsimile broadcaster offers inviting and acceptable programs to the public. We confidently expect to be able to sell to the public a table model, combining the modern type facsimile recorder together with the FM-AM chassis, housed in an attractive cabinet, for less than $300."

James D. McLean, manager of transmitter sales, General Electric Co., described modern facsimile broadcasting equipment, reporting that a complete unit occupies a floor space only nine by five feet, and that it feeds into any FM transmitter the same as aural broadcasting equipment.

Newspaper publishers are the

(*Continued on page 90*)

We Should Not be Complacent, Says Trammell

Following is the portion of the NAB Convention address by Niles Trammell, NBC president, dealing with "Advertising, a Bulwark of Free Press, Free Radio."

IN THE United States, radio advertising not only pays for the performances on the air, but the sharp competition between our many stations, networks and advertisers is responsible for the best and most reliable news information and the highest artistic performance. This is all the more important since the radio reaches by far the largest audience of any communications medium.

Opinions may differ as to which kinds of programs are most heavily weighted with public interest—news or comedy; classical music or music of the lighter variety; a political contest or a football game; a debate between two college professors or a debate between Fibber McGee and Molly.

In Public Interest

I shall not attempt to answer those questions. However, it seems appropriate in this connection to state one very simple proposition. It is this: The broadcasting of any radio program which a substantial proportion of the available audience wants to listen to at the time it goes on the air is an example of broadcasting in the public interest. This holds true regardless of whether the program is commercially sponsored or is supplied by station or network.

Among those who do not care to listen to the radio, it has become the fashion to jeer at radio commercials and some of the programs sponsored by advertisers. Soap advertising is a favorite target. In this connection I am reminded of an old European proverb that "the culture of a nation is determined by its use of soap"—and that the United States, with six percent of the world's population, uses one-third of the world's soap supply.

Broadcasters are mindful of the fact that the sponsors of serial dramas pioneered in the daytime use of radio. They helped broadcasters build a new daytime service; and in doing so, they brought pleasure and relief from drudgery to millions of American housewives. Criticism of these program pioneers overlooks their contribution both to the American system of broadcasting and to the American housewife.

Story-telling is one of the oldest of the arts. The popularity of the serial drama represents a basic emotional response to a human-interest story. Such stories have a rightful place in a well-balanced program schedule.

Then there is the criticism that there is too much advertising on the air. Since American broadcasting is entirely supported by advertising and the press not entirely so, it might be natural to expect that advertising messages would occupy a larger proportion of radio program time than they occupy in the white space of newspapers or magazines. The reverse is true.

6.8 Percent Commercial Time

In the case of the great majority of successful newspapers and magazines, 50% or more of their total space is occupied by advertisements. In the case of a network with which I am familiar, only 6.8% of the network's total program time is devoted to commercial announcements. In other words, out of the 1080 minutes this network is on the air each day in the week, the commercials take an average of only 74 minutes.

This difference is due to the nature of the two kinds of media. It does not imply that one deserves more praise than the other. There are certain limitations imposed upon radio advertising by the special characteristics of the broadcasting medium. It is obvious, however, that broadcasting is not so heavily burdened with advertising as some critics make it out to be.

On the other hand, we should not be complacent in regard to criticism. Radio broadcasting has made possible a type of advertising which permits and encourages a mass appeal couched in indivdual terms. It speaks to members of the crowd one by one, as friend to friend, in the seclusion of their homes. It is clear that the advertisement broadcast over the air should have brevity and tact and good manners to a good degree that is not demanded of publication advertising.

If we are to continue to raise the American standard of living and expand our free economy, the elevation of advertising standards must keep pace with the growth of

(*Continued on page 48*)

Trouble shooters

Keep the lines of communication open! That was a "must" in the war. And likewise today in industrial, peaceful America.

It's those trouble-shooting fellows who climb the poles to fix the wires that get your messages through in good weather or bad.

We do some trouble shooting of our own down here in Baltimore radio. If you're having trouble reaching people in this 6th largest city, let W-I-T-H do a repair job for you.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town. It's W-I-T-H, the independent, that's your buy when you want sales to click.

W-I-T-H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Iowa Poll Shows Listening Increase

Majority Think Stations Devote Enough Time To Public Service

MOST IOWANS think radio stations are "generous" or "about right" in the time they devote to public service programs.

Better than nine out of ten (96%) regard themselves as "radio listeners," and (42%) listen more today than they did five years ago.

A majority generally can find a program they want to hear at a time when they want to listen. More can think of commercials they consider good than can think of any they regard as bad.

These were among the findings reported last week by the Iowa Poll of the *Des Moines Sunday Register*, affiliated with KRNT Des Moines, as part of one of its regular biweekly surveys covering Iowa. The study was based on personal interviews with persons representing a cross-section of the State.

Released by Henry J. Kroeger, general manager of the Poll, the results showed that 30% of the interviewed listeners thought stations are "generous" in the time they give to public service programs, while 51% thought they are "about right." Eleven percent thought there are not enough such programs and eight percent were "uncertain."

More women than men (33% to 28%) and more city than farm residents (33% to 29%) shared the view that stations are generous in time devoted to public service broadcasts. The trend was reversed among those who answered "about right." More men than women (13%to 9%) and slightly more city than farm listeners (12% to 11%) felt not enough time is given to this type of program.

Eighty percent of the listeners believed that Government officials in Washington get "their share" (55.9%) or "too much" (25.9%) free time for talks. Ten percent thought officials get "not enough" free time, and an equal number were "uncertain."

Men and women had almost identical views on this subject except that more men (12%) than women (8%) thought additional time should be provided for such talks. Slightly more city listeners (11%) than those on farms (10%) answered "not enough."

Asked whether they could think of any commercials they consider "especially good," 40% answered yes, while 35% could recall commercials they think are "especially bad." Similarly, 51% could think of none "especially bad," as compared to 44% who recalled none "especially good."

"Iowans with college education—the group where more find some radio advertising bad—show also the strongest plurality for some radio advertising being especially good," it was pointed out.

"The 40% who can think of advertising they consider 'good' named 54 different advertisers and three distinct classifications. It is significant that the instances of 'good' advertising named far outnumbered the 'bad'," the report declared.

The poll showed that 42% of the listeners—50% of the women and 34% of the men; 44% of farm listeners and 40% of those in cities—reported more listening now than five years ago, while 32% are listening neither less nor more. A dropoff in listening, reported by 25%, was more evident among men than women (35% to 29%), and more among city people (28%) than those on farms (21%).

"Iowans with grade school and high school education have turned on their radios more now than they did five years ago," the report said, "while the college group tunes in about the same as five years ago."

About 67% answered "yes, generally" and 22% "yes, sometimes," when asked "When you feel like listening to the radio, can you generally find something you want to listen to?" More women (73%) than men (61%) and more farm listeners (70%) than those in cities (65%) answered "yes, generally." Farm listeners also led city residents (22% to 21%) in answers of "yes, sometimes," while as between men and women the former were in the majority. (27% to 17%). Answers of "no" came from 10%—11% of men and 9% of women, with city residents leading farm listeners with 13% and 8% respectively.

Approximately 77%—87% of the women and 67% of the men—said they "sometimes do something else" while listening to the radio. Four out of ten women in this group said their "something else" is housework, and five out of ten of the men said they read while listening. City residents (79%) more than those on farms (75%) combine listening with other activities.

Oh Steve, We Grieve

BROADCASTING, Oct. 14, somehow identified Stephen P. Willis, general manager of WJNO West Palm Beach, *Fla.*, as president of the West Palm Beach, *Calif.*, Chamber of Commerce. **BROADCASTING** regrets this sinister error. A probe of possible subversive Hollywood (Calif.) infiltration in the staff has been ordered.

Is it Your Brand?

Your product should get a share of the 52 million dollars spent each year in grocery stores of the Nashville area. . . . With over 4,000 such outlets, a sales call to each store would be almost impossible. . . . But, use WSIX's great audience and reach a large part of the owners as well as shoppers. . . Your message can sell both—and at reasonable listener cost over WSIX!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN and MUTUAL

5,000 WATTS
980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

*One check pays**

FOR ALL NATIONAL SPOT ADVERTISING ON each of the stations served by THE KATZ AGENCY

North and Midwest

WCOP	ABC	BOSTON
WMT	CBS	CEDAR RAPIDS-WATERLOO
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WEEK	NBC	PEORIA
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WNAX	ABC	YANKTON-SIOUX CITY

THE NEW ENGLAND GROUP

South

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
WPDQ	ABC	JACKSONVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WGBS	ABC	MIAMI
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

West

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

*Each Katz Agency station receives one check each month covering all national spot advertising. The Katz Agency not only bills and collects but also guarantees full payment for all national advertising on its client stations.

THE KATZ AGENCY, INC.

Station Representatives

New York • Chicago
Detroit • Kansas City
Atlanta • San Francisco
Los Angeles • Dallas

Speaking of Purchasing Capacity

NOTE THESE FIGURES

For Mobile

$3,892 PER FAMILY—Effective Buying Income (Mobile County). Highest Per Family Effective Buying Income of any Alabama county.

$200,000,000 IN WHOLESALE SALES. That's Mobile's approximate per year . . . A most excellent "purchasing capacity" barometer.

$101,513,000 RETAIL SALES in Mobile County alone. Proof that the people in this area have the Buying Power—and use it!

The fact that Mobile is the home of some of the largest paper and pulp mills and aluminum ore installations in the nation means large, steady payrolls—which spell "purchasing capacity"—plus.

WMOB Delivers . . .

. . . a telling, selling impact in this lush market that brings substantial, quick returns to the advertiser. Forceful penetration of the populous areas of this busy market makes WMOB a worthy investment for timebuyers.

Effective Buying Income and Retail Sales Figures estimates—from Sales Management "Survey of Buying Power—1946." Further reproduction not licensed.

WMOB

A NUNN STATION

Archie S. Grinalds, Manager

ABC Affiliate

Represented By The Branham Co.

ATTENDING meeting of CBS affiliates in Southwest Division, held at San Antonio with KTSA as host, were (seated l to r): J. Kelly Smith, CBS director of station relations; Bill Fineshriber, CBS program service director; George W. Johnson, KTSA general manager; Kenyon Brown, general manager, KOMA Oklahoma City; Ned Midgley, CBS director of sales service. Standing (l to r): Rex Preis, commercial manager, KTSA; Troy McDaniel, general manager, KGBS Harlingen, Tex.; Bill Roberts, commercial manager, KRLD Dallas; Bill Hughes, general manager, KEYS Corpus Christi; Merrill Myers, program manager, KTSA; Frank Junell, commercial manager, KROD El Paso; B. F. Orr, general manager, KTRH Houston; J. C. Kellam, general manager, KTBC Austin; H. B. Lockhart, program director, KEYS; John Esau, general manager, KTUL Tulsa.

Public Notice Posted on KNET Sale; Hawley Seeking Assignment of WLAT

COMPETING bidders for KNET Palestine, Tex., being sold subject to FCC consent to a firm headed by Gordon B. McLendon [BROADCASTING, Oct. 14], have 60 days after Oct. 11, date of the transaction's first public notice, to file contesting applications. Notice of the $37,500 sale was reported by FCC in the *Federal Register*.

Mr. McLendon, who is also seeking a new 1-kw daytime station at Oak Cliff, Tex., will be associated in ownership of KNET with John F. Long (39%) and Joe J. Brown (10%), both employed by the Long Theatres in Bay City and Palestine, Tex. Mr. McLendon will have 51%. Present owners of the station, Billy A. Laurie (49%), his wife, Leita M. Laurie (1%), and his father, Ben A. Laurie (50%), are withdrawing in order to devote their "efforts to KEBE, new Jacksonville, Tex. station" for which Billy Laurie holds the construction permit. KNET is on 1400 kc, with 100 w fulltime. The transfer application reported that Mr. McLendon and his associates plan extensive improvements in KNET's service, including efforts to increase the power from 100 to 250 w.

WLAT Assignment

The FCC also reported an application for the assignment of license of WLAT Conway, S. C., from Loys Marsdon Hawley to Coastal Broadcasting Co., a partnership comprised of Mr. Hawley and Herman Lee Hanks, former chief engineer of WLAT and WOLS Florence, S. C.

In a letter to the Commission, filed with the application, Mr. Hawley revealed that Mr. Hanks had been a partner in the operation of the station for some time but due to a "misunderstanding" of the Commission's rules the proper notification had not been filed. Commission authorities indicated that the application would be returned to Mr. Hawley due to a minor discrepency in the application.

Farm Radio Set Figures Listed for Mich., Okla.

CLOSE to 90% of Michigan farms have radios, according to the 1945 Census report just released. The next highest percentage of facilities or equipment reported applied to automobiles, which reached 85%. No comparative data are available for the previous, 1940, census.

Radios are also in the lead in facilities on Oklahoma farms, as shown in the Oklahoma farm survey released simultaneously with the Michigan report. Oklahoma reports three out of four farms in the State have radios, or almost 75%. One out of four farms reported having telephones for the same period.

Seek Foy

J. WALTER THOMPSON Co., New York, is currently negotiating with comedian Eddie Foy Jr. to replace Edward Everett Horton, on the *Kraft Music Hall* show, Thursday, 9-9:30 p.m. on NBC effective Jan. 1. If Mr. Foy can be released from his commitment with *The Red Mill*, a legitimate production, he will take over the radio assignment.

KPDR to Mutual

KPDR Alexandria, La., joins MBS Nov. 1. On about the same date, KPDR-FM will go on the air with 1000 w, Joel M. Hirsch, manager of Central Louisiana Broadcasting Corp., the licensee, announced. KPDR, which is on 1490 kc with 250 w, has been operating since June 13.

Along the Inland California Beeline

RENO
SACRAMENTO
STOCKTON
FRESNO
BAKERSFIELD

. . . VEGETABLES produced for sale brought growers $170,000,000 in 1945

U. S. Department of Agriculture reports show more than 17% of the nation's commercial vegetables are grown in Beeline counties

ASPARAGUS, strawberries, celery, onions, spinach, carrots, melons . . . such eatables are MASS PRODUCED in vast Beeline truck gardens. They're shipped out fresh, quick frozen, canned — and how the money rolls in!

The Beeline area in 1945 grew 56% of California's vegetables harvested for sale. In crop value by U. S. counties, Monterey County ranked SECOND, San Joaquin County THIRD! So here's another reason why Beeline families have more than TWO BILLION spendable dollars each year!

What is the Beeline area? California's fertile central valleys, plus Reno and wealthy western Nevada . . . a 42 county market which ranks with Los Angeles in population and tops San Francisco and Seattle combined in retail sales.

To radio-sell these inland valleys you need Beeline stations. For Beeline stations operate INSIDE THE MOUNTAIN RANGES that march around the valleys. They give you close up coverage that outside stations don't even claim to match!

Facts for Time Buyers about the 5 BEELINE Stations

Each station in the BEELINE Group (not a network or chain) is dominant in its community, powered for THOROUGH COVERAGE. These stations TOGETHER blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada. Use all 5 stations at combination rates. Choose best availabilities on each station without line costs or clearance problems.

KERN

Bakersfield. Established 1931. CBS. Primary coverage of oil rich Kern County with a population of 141,500. Carries heavy schedule of CBS network programs. 1000 watts — 1410 kilocycles.

KOH Reno (NBC) Established 1928	**KMJ** Fresno (NBC) Established 1922
KWG Stockton (ABC) Established 1921	**KFBK** Sacramento (ABC) Established 1922

McClatchy Broadcasting Company

Sacramento, California

Paul H. Raymer Co., National Representative

FM Dominates Transmitter Display

Video Is Exhibited By RCA Displays At Convention

FM took the spotlight from AM in the transmitter displays at the NAB Convention, with television running a close second by virtue of RCA's unscheduled demonstrations. Virtually all "name" manufacturers were represented, with Associated Music Publishers' Yellow Dog ritual in the recording exhibits becoming the talk of the Convention.

THE RAPID progress of FM, dealt with during Monday's NAB general convention sessions, was even more effectively demonstrated in the exhibit space adjoining the meeting room, where FM completely dominated the transmitter displays, relegating AM to a relatively minor position, with every major manufacturer featuring FM in his exhibit. Television, not on the convention agenda at all, was given convention prominence by RCA, which not only displayed video apparatus and receivers in its exhibit space, but also put two cameras into the meeting room to cover all general sessions, the pictures and sound being reproduced on ten receivers in a special viewing room back of the RCA exhibit for the benefit of the overflow crowd. The sets were mostly table models with 10-inch viewing screens, now in quantity production, to retail at about $350.

Collins Radio Co. display featured its new 1 kw transmitter, calling attention to the hinged construction that makes all parts easily accessible. Priced at $8,000, this transmitter will be available in March. Other apparatus introduced by Collins at the convention included two new speech input consoles, a remote amplifier combining small size and light weight with high fidelity, and a rim-driven turntable equipped with either Western Electric or RCA pickups. Turntable is priced at $425, will be available next March.

Federal Display

Federal Telephone & Radio Corp. demonstrated as well as displayed its new 10 kw FM transmitter (to be delivered to WEW St. Louis as soon as the convention ended) by operating it in the hall, the programs being received on a home receiver in a simulated living room at the other end of the room. In addition to this 10 kw model, priced at $23,200 and now in production, Federal's 3 kw FM transmitters, $12,300, are being delivered regularly now.

The "Cascade" system, announced as an "entirely new, greatly simplified, more dependable system of phase shift modulation," is featured in the new FM transmitter line shown by Raytheon Mfg. Co. The 250 w units, priced at $4,000, can be delivered in about 45 days; the 1 kw unit, $7,900, in 60 days; the 3 kw unit, $12,000, in 90 days, and the 10 kw unit, $20,000, in 120 days.

Radio Engineering Labs displayed its first completed 10 kw FM transmitter, which will be available about the middle of January at $23,000. REL exhibit also featured a new FM receiver for broadcast station use in evaluating its own signals or for picking up remote programs for rebroadcast. Unit can be mounted in a standard relay rack, is priced at $275; another unit, for use in an automobile, is $320. REL's new studio speech console, first shown at the convention, designed especially for FM, is $1250 complete, will be available in January.

RCA Shows Two

RCA exhibited two FM transmitters: a 250 w unit, available in November, at $4500, and a 3 kw unit, available in February, at $12,300. Not shown were the 1 kw unit, ready in January, at $9,200, and the 10 kw unit, now on test and expected to be ready next September, at $22,750. AM transmitters and an array of tubes, parts and studio equipment were also shown by RCA.

General Electric Co. exhibit covered AM, FM and television transmitters and equipment. In GE's FM transmitter line, 250 w exciter units, priced at approximately $4,250, will be ready for delivery in 30 to 60 days; 1 kw transmitters, at $8,500, are now coming off the line; 3 kw transmitters, at $12,175 are about ready; 10 kw's, at $23,000, will be ready by spring; and 50 kw transmitters, at $72,500, next fall. All prices are approximate, and cover complete transmitters, including two sets of tubes.

Western Electric Co., exhibited at the convention the first of its new Model 503 B-2 one kw FM transmitters to come out of the factory. This unit has been sold to WELL Battle Creek, Mich., and was shipped to that station at the close of the Chicago meeting. Called "Transview" because of the full length glass front, the new WE-FM line will comprise 1 kw units which are being shipped now, priced at approximately $9,000; 3 kw transmitters, at approximately $13,000, and 10 kws, at approximately $23,000, which the company will start shipping during the first half of next year.

Gates Radio Co. FM transmitters will be available late in February, ranging in price from about $4,000 for the 250 w transmitter to about $10,000 for the 3 kw unit. Company also exhibited AM transmission and studio equipment.

Latest model film and tape recording units were shown by Frederic Hart & Co. in the convention floor exhibit space, and BMI displayed its achievements and distributed literature in a booth at the entrance to the room.

Eighth floor of the Palmer House was Music Row for the duration of the convention, with nearly a score of transcription companies holding open house from headquarters there, offering conversation and hospitality against a background of their latest recordings.

Yellow Dog

Most talked of among the recording company exhibits were the knot-holed back fence of Standard Radio and the Yellow Dog ritual presented hourly through the day by Associated Music Publishers. Scarcely a convention visitor failed to sport a Kilroy pin and a Yellow Dog button before convention's end.

Other exhibiting companies were: Capitol Records, Featured Radio Programs, Harry S. Goodman Radio Productions, Kasper-Gordon, Keystone Broadcasting Co., Lang-Worth Feature Programs, C. P. MacGregor, NBC Radio Recording Division, Neblett Radio Productions, Sesac, Teleways Radio Productions, Transcription Sales, United States Recording Co., Universal Recording Corp., Universal Radio Productions, World Broadcasting System, Frederic W. Ziv Co.

Langevin Co.'s new "Progar," a combined automatic gain control and peak limiter amplifier named from its function as a program guardian, was the star of this company's exhibit, where it was reported that 40 of the units had been sold during the first two days of the convention. Unit is priced at $720. The first deliveries will be made in January.

Daven Co. showed its line of attenuators equipped with built-in cueing controls, permitting direct cueing without need for auxiliary switching mechanisms.

Wincharger Corp. exhibited a model of its new folded dipole turnstile FM antenna tower, available in about six months, priced at $2,495. A di-fan FM and television receiving antenna was shown by Andrew Co.

Audio Devices presented a sound color film depicting the manufacture of the company's recording blands.

Magnecord Inc. showed its high fidelity wire recorder, SD-1, a studio unit designed for professional quality recording, priced at about $1,500 and available December 15. A battery operated portable wire recorder was shown by Wirecorder Corp. Unit, good for one hour's continuous operation at a loading, weighs 15 pounds, its batteries weigh another 24 pounds. Priced at $354, it will be available in December.

Presto Recording Corp. exhibited several new models of recording turntables, both gear and rim driven. Recording equipment was also shown by Rek-O-Kut Co. U. S. Recording Co. featured its panacoustic portable transcription player, $200 and immediate delivery, in its display room.

Fairchild Camera and Instrument Corp. introduced its "Language Master" portable playback machine at the convention. Equipped with a word spotting device that enables the operator to set the record to start at the exact spot desired, instrument was designed primarily for use in studying languages from records, but can also be used for cueing sound effects or other recordings for broadcast use.

Matchlett Labs. exhibited a variety of electron tubes for radio and industrial uses, featuring a new metal tube, 2C 39, about two inches long, which operates on frequencies in the neighborhood of 2,000 mc.

LATEST DEVELOPMENTS in engineering were reviewed by Engineering Committee. Taking part in closed session were (l to r): K. W. Pyle, KFBI Wichita; L. S. Bookwalter, KOIN Portland; E. C. Page, MBS; William B. Lodge, CBS; G. Porter Houston, chairman, WCBM Baltimore; James Middlebrooks, NAB; K. B. Hoffman, WGR Buffalo; J. D. Bloom, WWL New Orleans; J. B. Fuqua, WGAC Augusta, Ga.

Plain, unvarnished, fundamental facts

FACT 6 New England states spend more than 3 billion dollars in retail sales annually.

FACT 75% of New England's day-to-day necessities comes from outside sources.

FACT 50,000 watts (plus popular NBC and local programs) make WBZ a star salesman for this market.

FACT More than 750,000 people live in metropolitan Boston alone, where WBZ is the leading station.

FACT 150,000 people live in Springfield, home of WBZ's synchronous companion-station, WBZA.

• • •

Five fundamental facts! A five-point guide to successful sales programs in New England!

WBZ BOSTON
WBZA SPRINGFIELD
WESTINGHOUSE RADIO STATIONS Inc
KDKA WOWO KEX KYW WBZ WBZA

National representatives, NBC Spot Sales (except for KEX). For KEX, Paul H. Raymer Co.

"HELP CELEBRATE NATIONAL RADIO WEEK"

Chicago Origination Set For Two NBC Programs

TWO of NBC's top public service shows *World's Great Novels* and *American Medical Association* are scheduled for Chicago origination when they open their new fall series.

Former show, an NBC University of the Air program, will return for its third year Nov. 1 10:30-11 p.m. CST. Supplementing the program NBC has published two handbooks about the novels and their authors. Homer Heck, NBC Central Division production-director, will direct the series.

Latter show will be for 26 weeks beginning Dec. 7, 3-3:30 p.m. CST. Programs will delve into American medical history, dramatizing lives of outstanding members of medical profession. Norman Felton will direct; William Murphy, NBC Central Division manager of scripts, will write the series.

New RCA Television Test Equipment Is Explained at the NAB Convention

TELEVISION test equipment now being built by RCA Engineering Products Dept. can speed up mass production of television receivers and transmitters and provide stations with a means of checking their transmitting systems.

This was announced at the NAB Convention by W. W. Watts, vice president in charge of engineering products of RCA. The equipment, which supplies a television test signal of known quality, consists of three related units: A synchronizing generator, a monoscope camera, and a distribution amplifier.

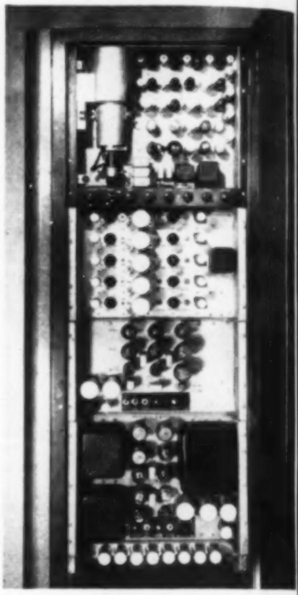
Test Pattern

The monoscope camera produces a composite test pattern which is known to be linear and of proper amplitude and frequency, simulating the signal received from the air. This permits the technician on the production line to determine at a glance the reproduction qualities of a receiver under test and allows for proper adjustment. It is also of use in television studios to determine whether the telecasting equipment is properly aligned.

"Brain center" of a television broadcasting system, the synchronizing generator furnishes the five fundamental timing and synchronizing impulses necessary for the operation of the RMA standard television scanning system. The new RCA Type TG-1A synchro generator not only provides these impulses to the studio cameras but also feeds to the transmitter the impulses which actuate the scanning beam in the home receiver and keep it in step with the output of the cameras.

The TG-1A synchronizing generator, complete with built-in regulated power supply, is assembled in a standard cabinet-type rack which is 84 inches high, 20½ inches wide and 22 inches deep. This type of rack has been standarized for all matched RCA television and broadcast equipment. All the tubes, controls are mounted on the vertical front panel.

The RCA monoscope camera is a complete television camera except that it cannot pick up outside scenes and is limited to reproducing the still picture pattern which is printed on the signal plate of the monoscope tube. It produces a test pattern consisting of a combination of designs which are particularly important in judging the transmission and reproduction qualities of a television system. Besides permitting a check for adjusting the operation of other units in the system, it is also a convenient means of obtaining a test pattern or a picture of the station's call letters for transmission during station breaks or just before a regular program.



RCA MONOSCOPE television camera (top section of cabinet), distribution amplifier (center) and regulated power supply (bottom) are used to test television equipment in stations and on assembly lines. They are used in conjunction with an RCA synchronizing generator.

The distribution amplifier, RCA Type TA-1A, consisting of five separate isolation amplifiers, is especially designed for use with video circuits in television transmitters and synchronizing generators. It mounts with monoscope camera in a single cabinet to make one compact unit, or in a standard open rack.

Co-ops Sold 100%

WHAT is said to be record for sale of co-op programs has been set by WJOI Florence, Ala., ABC affiliate. Station has sold ABC co-ops 100%. Station went on air April 30 of this year.

MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

... In addition to the usual musical programs, Philadelphia's Outstanding Full-time Independent Station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been *loyal* for more than a quarter of a century.

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA **WMT**

October's back —and CARSON'S got 'em!

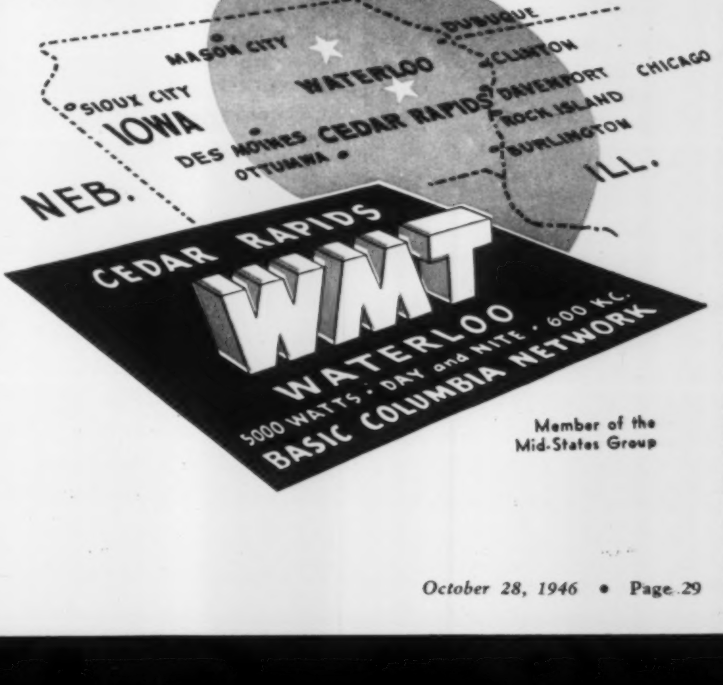
JACK CARSON AND HIS FAMOUS SHOW
another of the top-notch CBS stars featured exclusively in Eastern Iowa over WMT!

New Fall shows! New CBS stars! More WMT listeners than ever in Eastern Iowa

No wonder everybody's happy in Eastern Iowa! Farm income is greatest in history—industry is roaring at a new high—and WMT has all those good, good CBS programs on the air for happy listening. What better place to do an outstanding job for your client? WMT is Eastern Iowa's (see map) only CBS station and offers an audience of 1,131,782 people—a larger population within its 2.5 MV line than that of any other station in Iowa. Get all the facts now—and get on WMT.

WMT's story is a big one to tell — an important one to hear.

Contact Your KATZ AGENCY Man at Once!


DUBUQUE
MASON CITY
CLINTON
WATERLOO
DAVENPORT
CHICAGO
SIOUX CITY
IOWA
CEDAR RAPIDS
ROCK ISLAND
DES MOINES
BURLINGTON
OTTUMWA
NEB.
ILL.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

Member of the
Mid-States Group

FCC Almost Keeps Up With Applications

Will Try to Speed Engineering Cases

FCC's turnout of decisions almost—but still not quite—kept pace with the inflow of new AM applications during the last two months, it was revealed last week as the Commission issued another list showing the status of each standard broadcast application.

The new report covered 871 applications—12 more than the 859 in the comparable Aug. 16 list [BROADCASTING, Aug. 19]. The Aug. 16 announcement said the 859 pending at that time constituted an all-time high. Hearing cases were counted in last week's figure but were not listed individually.

In releasing the current list, first since establishment of the "processing line" system was announced with the Aug. 16 report, the Commission asserted it was "not satisfied with the progress that has been made on Line 2 cases and is taking all possible steps to speed up the processing of applications in this line."

Line 2 is composed of cases "which involve complicated engineering problems and are much more difficult to process," it was pointed out. FCC gave no indication of why Line 2 progress has been unsatisfactory, but observers thought a need for more engineers is a main factor. This belief was buttressed by a separate announcement that the Standard Broadcast Division has "several positions open" for experienced engineers in Civil Service grades up to and including P-4 (see story page 50).

Gain Of 15

A gain of 15 applications was noted in Line 2 since the first list appeared: 145 now as compared with 130 on Aug. 16. The number in Line 1, consisting of 250-w local and daytime-only applications which are "relatively easy to process," dropped from 134 to 75.

The total of those which have been through Lines 1 or 2 and are now being studied by other departments is now 93, as against 64 on Aug. 16. The number in the pending files (including those on which processing can not continue until requested supplementary information is submitted, and also those involving conflict with announced policy) increased from 27 to 41.

Cases in hearing, FCC said, now number 517 (compared to 504 in August). These were not listed because "it does not appear that any useful purpose would be served" by such a list since "in all [hearing] instances the applicant has been notified and he has information as to the precise status of his case."

The Commission said it is "continuing to hear cases at the rate of five a day and is endeavoring to expedite the issuance of decisions on cases which have already been heard." The five-a-day rate was interpreted as an average, since last week's schedule, for instance, called for three hearings while in other instances as many as six are scheduled simultaneously. Many, if not most, hearings require more than one day.

Current List

The processing line procedure provides for consideration of applications in the order in which they were filed, insofar as possible. The current AM list is as follows:

PROCESSING LINE No. 1

Under Examination by Engineering Department

Frequency, Call Letter, Location. File No.
(D. means Docket No.)

1590–New	–Silver Spring, Md. (D. 7428)	B1-P-4030
900–New	–Canton, Ohio (D. 6915)	B2-P-4117
1540–New	–Cleveland, Ohio (D. 7471)	B2-P-4497
1450–New	–Lubbock, Tex. (D. 7581)	B3-P-4742
1010–New	–Albemarle, N. C. (D. 7788)	B3-P-4904
1240–New	–Maysville, Ky.	B2-P-5036
740–New	–Morehead City, N.C.	B3-P-5140
730–WTIK	–Durham, N.C.	B3-P-5168
1400–New	–Atlantic City, N.J.	B1-P-5185
660–New	–Columbus, Ohio	B2-P-5202
1240–New	–Benton Hbr., Mich.	B2-P-5204

Awaiting Engineering Study

1490–New	–Chillicothe, Ohio (D. 7415)	B2-P-4512
1230–New	–Cumberland, Md. (D. 7554)	B1-P-4625
1230–New	–Nacogdoches, Tex. (D. 7573)	B3-P-4718
840–New	–Stillwater, Okla. (D. 7789)	B3-P-4748
1000–New	–Oakland, Calif. (D. 7766)	B5-P-4876
750–New	–Durant, Okla. (D. 7790)	B3-P-4897
1060–New	–Monroe, N. C. (D. 7787)	B3-P-4901
1450–New	–Missoula, Mont.	B5-P-4927
1340–New	–Rawlins, Wyo. (D. 7803)	B5-P-4931
1240–New	–Rawlings, Wyo. (D. 7804)	B5-P-4961
1390–New	–Arlington, Va. (D. 7693)	B2-P-4999
1450–New	–St. Genevieve, Mo. (D. 7855)	B4-P-5155
1450–New	–Dothan, Ala.	B3-P-5179
1240–New	–Flat River, Mo. (D. 7856)	B4-P-5192
1220–New	–Thomaston, Ga.	B3-P-5205
790–New	–Thomasville, N.C.	B3-P-5206
1450–New	–Bangor, Me.	B1-P-5207
1200–New	–Hammond, La.	B3-P-5209
780–New	–McKinney, Tex.	B3-P-5210
1000–New	–Scranton, Pa.	B2-P-5213
1000–New	–Rutland, Vt.	B1-P-5214
1010–New	–Decatur, Ga.	B3-P-5215
1570–New	–Alton, Ill.	B4-P-5216
940–New	–Newark, Ohio	B2-P-5222
1230–New	–Tell City, Ind.	B4-P-5224
730–New	–Havre, Mont.	B5-P-5230
1400–New	–Canon City, Colo.	B5-P-5235
1050–WPAG	–Ann Arbor, Mich.	B2-P-5237
800–New	–Lawrence, Mass.	B1-P-5239
1230–New	–Harriman, Tenn.	B3-P-5243
750–New	–Binghamton, N.Y. (D. 7884)	B1-P-5244
1340–New	–Pittsburg, Kans.	B4-P-5246
1240–New	–Elkins, W.Va.	B2-P-5248
1510–New	–Childress, Tex.	B3-P-5249
900–New	–Utica, N.Y.	B1-P-5253
1400–New	–Lakeland, Fla.	B3-P-5256

(*Continued on page 34*)

DOLLARS
DOLLARS
DOLLARS

(NINE HUNDRED MILLION OF THEM) IN A MARKET YOU CAN SELL THROUGH KCKN

You reach ready buyers with ample buying power when you deliver your sales message through KCKN. For KCKN is the only Kansas City station which directs ALL its attention to this concentrated mass-market—a market with a nine hundred million dollar buy-ability.

KCKN programs specifically for city listener tastes. Thus Kansas Citians know they can turn to KCKN for the kind of radio entertainment they enjoy.

And so, without the rate penalty of outstate coverage, you'll reach an eager-to-buy, in-the-money market (the market that counts most) when you hire KCKN.

Wire or phone your nearest Capper office for availabilities —TODAY.

The Voice of Greater Kansas City

KCKN
Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

*Speaking of S.A.**

WGN HAS IT!

They say that gentlemen prefer blondes . . . we don't know the answer to that one . . . but we do know that radio listeners in Chicago and the middlewest prefer WGN.

WGN has "S. A.", too . . . Station Awareness, that is! And we say this with confidence, because we know that:

1) Personal interview surveys show WGN voted first as Chicago's outstanding station, both in 1940 and 1946 . . . and,

2) When Chicago's major stations carry an identical program, such as a presidential speech, special Crossley surveys show WGN with the greatest audience . . . and,

3) The Nielsen Radio Index shows that WGN reaches more families in the Chicago station area, both daytime and evening, than any other outlet.

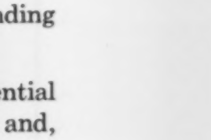
It all adds up to an intriguing "S. A." for WGN and further proof that WGN is the radio answer to Chicago and the midwest market.

*** "STATION AWARENESS"**

A Clear Channel Station . . . . . .

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial



Serving the Middle West MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

Sil Aston Wins BROADCASTING Golf Cup

Gets Low 61 Score To Top 50 Other Participants

IT WAS a field day for Chicago station representatives Sunday, Oct. 20, at Acacia Country Club when Sil Aston, Howard Wilson Co., turned in a net 61 to win the BROADCASTING Magazine silver trophy donated in the 11th NAB golf tournament.

Not content with top honors awarded under the "Peoria handicap" system, Lou Smith, of Edward Petry & Co., Chicago, was low gross medalist with a five over par 77.

Mr. Aston added the trophy to his collection as a result of a 21 handicap garnered by playing four of the five bogey holes—the 1st, 10th, 12th and 15th in 7 over par. On eight of the remaining holes he carded even pars. On the par 3 number 4 hole he turned in a birdie. His score for the outgoing nine was 38, for the incoming, 44.

LONDON wasn't calling here. (l to r) Joe Bernard, KOMA Oklahoma City; Ed Murrow, CBS vice president, famed for his London war broadcasts, and Jones Scovern, Free & Peters, New York.

Fifty other broadcasters and advertising representatives participated for the BROADCASTING silver cup, with Jack Kamsler, Reynolds Pen Co., Chicago, and Robert Feagin, WPDQ Jacksonville, turning in the next lowest net scores with 65 and 67 respectively.

The players and their scores:

	Gross	Handicap	Net
James Carpenter, WKBB Dubuque	94	18	76
Neville Miller, Washington Attorney	99	24	75
Sam Fantle Jr., KELO Sioux Falls	85	9	76
Frank E. Pellegrin, NAB	87	15	72
Harry McTigue, WINN Louisville	95	24	71
Ed Bronson, WJEF Grand Rapids	101	27	[illegible]
Edward Kasper, Kasper & Gordon	114	30	[illegible]
Aaron Bloom, Kasper & Gordon	99	24	[illegible]
Fred Klein, Dancer-Fitzgerald-Sample	105	30	[illegible]
Rudi Neubauer, NBC	112	30	[illegible]
Al Schroder, WMAQ Chicago	91	18	[illegible]
Marshall Pengra, KRNR Roseburg, Ore.	86	18	[illegible]
Jack Kamsler, Reynolds Pen Co.	80	15	[illegible]
Neil Murphy, NBC	93	21	[illegible]
Robert Feagin, WPDQ Jacksonville	82	15	[illegible]
John Crandall, Sherman & Marquette	111	30	[illegible]
William Ware, Nonpareil Bcstg. Co.	91	15	[illegible]
Dean Covington, WROM Rome, Ga.	82	12	[illegible]
Jerry Vernon, ABC	101	27	[illegible]
William Clark, Howard Wilson Co.	106	21	[illegible]
Robert Savage, CBS	105	30	[illegible]
Earl Smith, Edward Petry & Co.	90	12	[illegible]
Lou Smith, Edward Petry & Co.	77	9	68
Sil Aston, Howard Wilson Co.	82	21	61
Robert Harrington, WSVA Harrisonburg	95	21	[illegible]
Jules Herbuveaux, NBC	89	15	[illegible]
Walter Preston, CBS	84	12	[illegible]
Glenn Griswold, KFEQ St. Joseph	98	24	[illegible]
Art Gerbel, KJR Seattle	94	18	[illegible]
Frank Roberson, Attorney	100	18	[illegible]
Robert Ridder, WDSM Superior, Wis.	87	6	[illegible]
Willan Roux, NBC	101	21	[illegible]
Frank Fitzimonds, KFYR Bismarck	102	24	[illegible]
Burt Adams, NBC	108	30	[illegible]
Ken Brown, KOMA Oklahoma City	105	30	[illegible]
Russell Woodward, Free & Peters	95	21	[illegible]
Charles Caley, WMBD Peoria	92	15	[illegible]
Jones Scovern, Free & Peters	95	24	[illegible]
Joe Bernard, KOMA Oklahoma City	87	15	[illegible]
Edward R. Murrow, CBS	90	15	[illegible]
Robert Burow, WDAN Danville	92	24	[illegible]
Max Everett, J. P. McKinney	92	18	[illegible]
Robert Thompson, WBEN Buffalo	95	21	[illegible]
William Doerr, WEBR Buffalo	89	18	[illegible]
Hugh Boice Jr., WEMP Milwaukee	95	21	[illegible]
Robert Mason, WMRN Marion, O.	106	30	[illegible]
Horace N. Stovin, Horace N. Stovin & Co.	82	9	[illegible]
Don Ward, ABC	88	15	[illegible]
Don Pettey, NAB	38*		
Glenn O'Taylor Snyder, WLS Chicago	40*		
Maury Long, BROADCASTING	42*		
Sol Paul, BROADCASTING	40*		
Fred Sample, BROADCASTING	37*		

*Nine holes.

MISSOURI lad shows 'em hov Glenn Griswold, KFEQ St. Josep Mo., takes it off a stick, wit William Ware, Nonpareil Broad casting Co., Council Bluffs, Ia. (l), and Art Gerbel, KJR Seattle

Talk about "AGE GROUPS"!

All age groups are reached on WSBT. People here who are 50 years old started listening to this station when they were 25. Those who are 25 or younger had their *birth* announced over this station. South Bend people have grown up with WSBT. They love it. A terrific "Hooper" proves it.

Ages
10-20 Fred Waring
20-30 Benny Goodman
30-40 Ameriacn
40-50 Show Boat
50-OVER Beauty Brown

960 KILOCYCLES
•
1000 WATTS
•
COLUMBIA NETWORK
★
Paul H. Raymer Company
National Representatives

SILVER ANNIVERSARY YEAR

WSBT
SOUTH BEND

HE FLOWED GENTLY, sweet Aston. Before the tee-off, Sil Aston, Howard Wilson Co. (third from left) with his playmates. He romped off with the BROADCASTING trophy with a 61 low-net. Others (l to r) Robert Harrington, WSVA Harrisonburg, Va.; James D. Carpenter, WKBB Dubuque, Ia.; Champ Aston, Hugh Boice Jr., WEMP Milwaukee.

THREE UP and 18 (holes) to go. Aaron Bloom, Kasper-Gordon Co., Boston; Ed Bronson, WJEF Grand Rapids; Ed Kasper, Kasper-Gordon, Boston.

NOT THE SMITH brothers but advertising-minded nevertheless. (L to r) Lou Smith, Edward Petry & Co., Chicago, who shot the low gross 77 for the tricky Acacia course; Earle Smith, Petry San Francisco office; Horace Stovin, Stovin & Co., Toronto.

HERE'S ONE Miller who loafed. Neville Miller (second from left), played his first NAB tournament. He served as NAB president from 1938-1944. (L to r) Frank E. Pellegrin, director of broadcast advertising, NAB; Mr. Miller; Marshall Pengra, KRNR, Roseburg, Ore.; Robert Mason, WMRN Marion, Ohio.

FAIRWAY byplay when this foursome stopped en route to the BROADCASTING 19th hole. (L to r) Frank Roberson, Washington; W. C. Roux, NBC spot sales; Burt Adams, NBC Co-op, New York. Hovering overhead, Frank E. Fitzsimonds, KFYR Bismarck.

CUE-TIES OF THE COURSE, from native Chicago, all. (L to r) Robert Savage, WBBM; William Clarke, Howard Wilson Co.; Jules Herbuveaux, NBC; Walter Preston, CBS.

FAST foursome (l to r), Ex-Champ (1942 trophy winner) L. Waters Milbourne, WCAO Baltimore; Jack Kamsler, Reynolds Pen Co.; Dean Covington, WROM Rome, Ga.; Robert Feagin, WPDQ Jacksonville.

NO DISCOUNTS allowed, the men said when they teed off with John Crandall, Sherman & Marquette, New York. (L to r) Al Schroder WMAQ Chicago; Mr. Crandall; Harry McTigue, WINN Louisville, and Bud Fantle Jr., KELO Sioux Falls, S. D.

FIVE SHADES of radio with a single thought. (L to r) Kenyon Brown, KOMA Oklahoma City; Charlie Caley, WMBD Peoria; Russel Woodward, Free & Peters, Chicago; Robert Ridder, WDSM Superior, Wisc.; Don Petty, NAB general counsel.

LOCAL DIVOT DIGGERS made a noble try too. (L to r) Neil Murphy, NBC Chicago; Jerry Vernon, ABC Chicago; Fred Klein, Dancer-Fitzgerald-Sample, and Rudi Neubauer, NBC Chicago.

Applications

(*Continued from page 30*)

Frequency, Call, Location, File No.

1050–New	–Johnson City, Tenn.	B3-P-5260
1230–New	–Reno, Nev.	B5-P-5262
1170–New	–Gaffney, S.C.	B3-P-5264
840–New	–Stroudsburg, Pa.	B2-P-5265
1490–New	–Wewoka, Okla.	B3-P-5270
1240–New	–Newton, Kans.	B4-P-5272
900–New	–Minneapolis, Minn.	B4-P-5273
1340–New	–Mt.Shasta City,Calif.	B5-P-5274
1230–New	–North Adams, Mass.	B1-P-5279
1490–New	–LaCrosse, Wisc.	B4-P-5288
800–New	–Miami Beach, Fla.	B3-P-5289
1450–WJXN	–Jackson, Miss.	B3-P-5294
1400–New	–Rockford, Ill.	B4-P-5296
780–New	–Forest City, N.C.	B3-P-5297
1540–New	–Washington, D.C.	B1-P-5299
1210–New	–Lawrence, Mass.	B1-P-5302
1230–New	–Union, S.C.	B3-P-5304
910–New	–Greenville, S.C.	B3-P-5307
790–New	–Johnson City, Tenn.	B3-P-5308
890–New	–Forest City, N.C.	B3-P-5309
890–New	–Tyler, Tex.	B3-P-5316
1490–New	–Blackstone, Va.	B2-P-5317
1470–New	–Jamestown, N.Y.	B1-P-5318
1450–New	–Dover, Ohio	B2-P-5319
1490–WRLD	–Lanett, Ala.	B3-P-5320
670–New	–Clinton, Okla.	B3-P-5321
1170–New	–Salisbury, N.C.	B3-P-5322
1490–New	–Mason City, Iowa	B4-P-5324
1270–KIOX	–Bay City, Tex. (P. 4012)	B3-MP-1948
690–KGGF	–Coffeyville, Kans.	B4-MP-2021
1480–WTHI	–Terre Haute, Ind. (MP. 2086)	B4-P-4130
1320–New	–Ft. Smith, Ark. (P. 4254)	B3-MP-2043
580–KFXD	–Nampa, Ida.	B5-MP-2069
810–KGO	–San F'cisco, Calif.	B5-MP-2157
960–WSBT	–South Bend, Ind.	B4-MP-2176
1380–WATL	–Atlanta, Ga.	B3-P-3985
1440–KEYS	–Corpus Christi, Tex. (D. 7561)	B3-P-3999
1380–New	–Ft. Wayne, Ind.	B4-P-4063
690–New	–Birmingham, Ala.	B3-P-4598
690–KGKB	–Tyler, Tex.	B3-P-4769
810–New	–Denver, Colo.	B5-P-5141

Awaiting Engineering Study

710–KMPC	–Los Angeles, Calif.	B5-MP-2186
1510–New	–San Diego, Calif. (D. 7600)	B5-P-3744
950–WLOF	–Orlando, Fla. (D. 6864)	B3-P-3973
1560–New	–Topeka, Kans. (D. 7456)	B4-P-3989
1280–New	–Stockton, Calif.	B5-P-4015
910–KRRV	–Sherman, Tex. (D. 6862)	B3-P-4105
1250–New	–Danville, Va. (D. 6797)	B2-P-4113
1330–WBTM	–Danville, Va. (D. 6938)	B2-P-4137
970–New	–Peoria, Ill. (D. 7609)	B4-P-4177
1270–New	–Ft. Smith, Ark.	B3-P-4200
1280–New	–Eugene, Ore.	B5-P-4259
1430–New	–Annapolis, Md. (D. 7371)	B1-P-4318
860–KONO	–San Antonio, Tex.	B3-P-4329
630–KMAC	–San Antonio, Tex.	B3-P-4360
1150–KSAL	–Salina, Kans. (D. 7490)	B4-P-4346
1480–WSAR	–Fall River, Mass.	B1-P-4384
940–New	–Rio Piedras, P.R.	B-P-4397
790–New	–Spokane, Wash.	B5-P-4402
1380–New	–Asheville, N.C.	B3-P-4464
630–New	–Boise, Idaho	B5-P-4482
1600–New	–Yuba City, Calif.	B5-P-4488
970–New	–Great Falls, Mont. (D. 7516)	B5-P-4499
1560–WQXR	–New York, N. Y.	B1-P-4506
1270–KGCU	–Mandan, N.D.	B4-P-4516
1540–New	–Fort Worth, Tex.	B3-P-4524
610–WHKC	–Columbus, Ohio	B2-P-4520
570–KLGN	–Blytheville, Ark.	B3-P-4537
1600–New	–Brookline, Mass.	B1-P-4975
1480–New	–Lincoln, Nebr.	B4-P-4986
990–New	–Muskogee, Okla.	B3-P-4996
1500–New	–Preston, Ida.	B5-P-5002
1280–New	–Lake City, S.C.	B3-P-5008
1270–WTAL	–Tallahassee, Fla.	B3-P-5009
1380–KIDO	–Boise, Ida.	B5-P-5017
1280–WBBZ	–Ponca City, Okla.	B3-P-5018
1320–WKIX	–Columbia, S.C.	B3-P-5023
590–WOPI	–Bristol, Tenn.	B3-P-5026
1290–WTMC	–Ocala, Fla.	B3-P-5029
1380–KRKO	–Everett, Wash.	B5-P-5030
1070–WKVM	–Arecibo, P.R.	B-P-5031
1430–KLO	–Ogden, Utah	B5-P-5032
970–KHBC	–Hilo, Hawaii	B-P-5039
1480–New	–Shamokin, Pa.	B2-P-5045
1270–KCOK	–Tulare, Calif.	B5-P-5050
1420–New	–Stockton, Calif.	B5-P-5059
1540–New	–Seattle, Wash.	B5-P-5060
1560–WTOD	–Toledo, Ohio	B4-P-5071
1530–KFBK	–Sacramento, Calif.	B5-P-5072
1480–New	–Austin, Minn.	B4-P-5085
1320–New	–Kalamazoo, Mich.	B2-P-5111
1540–New	–Durant, Okla.	B3-P-5112
1250–KPAC	–Port Arthur, Tex.	B3-P-5125
930–WFMD	–Frederick, Md.	B1-P-5128
590–New	–Versailles, Ky.	B2-P-5136
930–New	–Pueblo, Colo.	B5-P-5137
910–New	–Opelousas, La.	B3-P-5143
1590–New	–Council Bluffs, Iowa	B4-P-5153
970–WCSH	–Portland, Me.	B1-P-5157
1420–New	–Owensboro, Ky.	B2-P-5161
1460–WJPF	–Herrin, Ill.	B4-P-5162
1310–WGH	–Hampton Roads, Va.	B2-P-5167

SENATOR VANDENBERG (l) reports to the nation on the Paris Peace Conference over CBS, interviewed by fellow Michigander, George Cushing, news editor of WJR Detroit. Broadcast was made Oct. 19 from CBS Washington outlet, WTOP, the report being made available to the network by WJR. News services and major papers printed the text of the interview in Sunday editions.

1060–New	–Houston, Tex.	B3-P-5175
630–KOOS	–Coos Bay, Ore.	B5-P-5177
790–New	–Eustis, Fla.	B3-P-5193
1140–KGDM	–Stockton, Calif.	B5-P-5197
1360–WKAT	–Miami Beach, Fla.	B3-P-5201
1170–KVOO	–Tulsa, Okla.	B3-P-5238
1390–New	–Anniston, Ala.	B3-P-5250
560–KWTO	–Springfield, Mo.	B4-P-5259
1420–New	–Lufkin, Tex.	B3-P-5275
1290–New	–Shreveport, La.	B3-P-5277
1150–WJBO	–Baton Rouge, La.	B3-P-5283
1320–WAGF	–Dothan, Ala.	B3-P-5292
910–KLX	–Oakland, Calif.	B5-P-5293
580–KALB	–Alexandria, La.	B3-P-5301
790–WTAR	–Norfolk, Va.	B2-P-5303
750–KXL	–Portland, Ore.	B5-P-5325
850–WTNB	–Birmingham, Ala.	B3-P-5332
680–WRNY	–Rochester, N.Y.	B1-P-5333
1470–WRGA	–Rome, Ga.	B3-P-5334
940–New	–Amarillo, Tex.	B3-P-4551
1320–New	–San Juan, P.R.	B-P-4560
1150–KFJI	–Klamath Falls, Ore.	B5-P-4573
1280–KNAK	–Salt Lake City, Utah	B5-P-4582
980–WTRY	–Troy, N.Y.	B1-P-4591
550–WNBH	–New Bedford, Mass.	B1-P-4605
1540–New	–Albany, N.Y.	B1-P-4611
930–WPAT	–Paterson, N.J.	B1-P-4613
1430–New	–Altoona, Pa.	B2-P-4632
1510–KGA	–Spokane, Wash.	B5-P-4647
1280–New	–Silver City, N.M.	B5-P-4648
1370–WCOA	–Pensacola, Fla.	B3-P-4660
1470–New	–Coolidge, Ariz.	B5-P-4677
1520–New	–Buffalo, N.Y.	B1-P-4678
850–WRUF	–Gainesville, Fla.	B3-P-4682
1460–WLAY	–Muscle Shoals, Ala.	B3-P-4684
970–WAAT	–Newark, N.J.	B1-P-4691
1360–New	–Goose Creek, Tex. (D. 7669)	B3-P-4706
1320–WJAS	–Pittsburgh, Pa.	B2-P-4714
1460–WELO	–Tupelo, Miss.	B3-P-4719
620–WHJB	–Greensburg, Pa.	B2-P-4721
1270–New	–Sioux Falls, S.D. (D. 7632)	B4-P-4734
850–New	–Albany, N.Y.	B1-P-4740
790–New	–Allentown, Pa.	B2-P-4790
1150–New	–Utica, N.Y.	B1-P-4793
950–WAAF	–Chicago, Ill.	B4-P-4796
740–New	–Tulsa, Okla.	B3-P-4797
1600–New	–Orange, Tex.	B5-P-4801
1330–WBBR	–Brooklyn, N.Y.	B1-P-4807
680–KFEQ	–St. Joseph, Mo.	B4-P-4810
550–New	–Anchorage, Alaska	B-P-4817
590–WDLP	–Panama City, Fla.	B3-P-4829
960–WMFF	–Plattsburg, N.Y.	B1-P-4830
1260–New	–Trenton, N.J.	B1-P-4832
610–KVNU	–Logan, Utah	B5-P-4842
1380–KWK	–St. Louis, Mo.	B4-P-4843
1560–KPMC	–Bakersfield, Calif.	B5-P-4868
1370–WPAB	–Ponce, P.R.	B-P-4871
580–KSAC	–Manhattan, Kans.	B4-P-4874
1300–KOME	–Tulsa, Okla.	B3-P-4880
1170–New	–Bellingham, Wash.	B5-P-4893
940–WMAZ	–Macon, Ga.	B3-P-4899
1420–KUJ	–Walla Walla, Wash.	B5-P-4908
630–WJMS	–Ironwood, Mich.	B2-P-4909
850–WHDH	–Boston, Mass.	B1-P-4912
980–New	–Morgan City, La.	B3-P-4913
1410–New	–Dalhart, Tex.	B3-P-4919
1320–New	–Lansing, Mich.	B2-P-4920
1310–New	–Fontana, Calif.	B5-P-4923
970–New	–Las Vegas, Nev.	B5-P-4942
620–New	–Hackensack, N.J.	B1-P-4956
1440–New	–Quincy, Ill.	B4-P-4970

ATTACHMENT C

ENGINEERING STUDY COMPLETED AWAITING STUDY BY OTHER DEPARTMENTS

1450–New	–Portland, Ore.	B5-P-3225
1270–KVAN	–Vancouver, Wash.	B5-P-3552
1600–New	–Rochester, N.Y. (D. 6605)	B1-P-3565
970–KFRE	–Fresno, Calif. (D. 7125)	B5-P-3757
1290–New	–Wichita Falls, Tex.	B3-P-3823
1380–WTSP	–St. Petersburg, Fla.	B3-P-3965
1420–KNOW	–Austin, Tex.	B3-P-4042
1590–New	–Mt. Vernon, Wash.	B5-P-4050
1340–New	–Huron, S.C. (D. 7055)	B4-P-4228

(*Continued on page 38*)

RIGHT IN THE MIDDLE OF BIG THINGS!

PLENTY FOR EVERY-BODY IN THIS BIG MARKET!
VOICE OF THE SOUTH PLAINS OF TEXAS
1340 ON THE DIAL
KFYO
LUBBOCK, TEXAS

Yep! Right in the middle of West Texas' most alert, responsive market. Because—as the geographical, trading, financial, industrial, commercial, and educational center—Lubbock is the very hub around which a $167,892,000 market emanates!

You'll like this market, too—because it's so easy to reach YOUR share through KFYO—the only station dominating this rich area with a consistent clear signal!

AFFILIATED WITH
LONE STAR CHAIN
AMERICAN BROADCASTING CO.

250 WATTS
1340 KILOCYCLES

TAYLOR-HOWE-SNOWDEN
Radio Sales

WLAC GOES TO THE TENNESSEE STATE FAIR

More than 207,000 *paying customers* clicked the turnstiles during the six days of the Tennessee State Fair at Nashville. An all-time, nationwide record for carnival receipts was set by the Johnny J. Jones Exposition with a shattering total of $137,116.40 for the week. WLAC, 50,000-watt CBS affiliate, originated five programs daily from the Fairgrounds . . . bringing many of the most interesting features of the fair "home" to thousands of people who were unable to attend.

GREATEST SHO IN TOWN
COLUMBIA BROADCA SYSTEM
WLAC

Exclusive **. . . Formal opening ceremonies at the Tennessee State Fair were arranged for broadcast by WLAC and included brief talks by Governor Jim Nance McCord, Davidson County Judge Litton Hickman and State Fair Manager Phil C. Travis. Speakers were introduced by Station Manager F. C. Sowell.**

Exclusive **. . . Twice a day, from a specially constructed broadcast booth, WLAC's *Esso Reporter* aired last minute world and local news. Both the reporter and the United Press teletype machine proved interesting attractions for thousands of Fair visitors.**

NASHVILLE CHAMBER OF COMMERCE
DONUTS
WLAC

Exclusive **. . . "Do-Nuts to Dough", five-a-week quiz show with Chef Daryl Laub as MC, was broadcast from the stage of the Merchant's Building throughout the week of the fair, "blocking traffic" with each performance.**

Exclusive **. . . Agricultural exhibits were accorded their share of attention by WLAC microphones. Herman Grizzard, well-known to farm audiences for his daily hour-long "Daybreak in the Barnyard" show, interviews a County Agricultural Agent.**

Exclusive **. . . Fairgoers enjoyed the novelty of hearing their own voices when WLAC demonstrated the station's wire recorder. Program Director Paul Oliphant at the microphone.**

Exclusive **. . . WLAC's radio audience was treated to a spine-tingling thrill when the station broadcast the auto races. Herman Grizzard gave a vivid microphone picture of the 1946 speed classic.**

'Define Public Service,' Asks Mullen

Broadcasting Is Not Public Utility, He Asserts

FRANK MULLEN, executive vice president of NBC, last week took issue with radio critics who urge governmental dabbling in radio programming, in an amplification of his speech to the New York Radio Executives Club a fortnight ago [BROADCASTING, Oct. 7].

Mr. Mullen, who found reason to quarrel with governmental interpretation of the original Radio Act creating the FCC, said that there was much talk about "public service" responsibilities of broadcasters, but that the talk was mostly from persons who were uninformed of the nature of the Act.

The writers of the Radio Act, he said, specifically omitted the classification of broadcasting as a public utility. Since broadcasting is not a public utility, it fundamentally has no legal obligation to perform "public service," he said. Yet the course which governmental regulation of the industry has taken suggests that authorities regard radio as a utility, he said.

Define Public Service

"If the Congress wants broadcasters to give public service, it has to say what public service is," said Mr. Mullen. It would need to issue rules designating how much time and when what kinds of programs would be aired.

In some ways, said Mr. Mullen, Federal enforcement of the Radio Act has been more stringent than its interpretation of the laws pertaining to public utilities. Broadcasting, he pointed out, occupied a unique position. For example, he said, there was frequent mention of the "right to free time" on the air.

But "can anybody ride a railroad free?" Mr. Mullen wanted to know.

The executive vice president saw no essential difference between the press and radio as far as their basic operations and responsibilities were concerned.

"You can't go to a newspaper and demand space on the front page," he said, yet broadcasters are often asked (and they often give) time on the air to groups seeking a platform.

The extension of governmental regulation to future broadcasting developments may create new confusion, he said. When newspapers begin delivering by facsimile broadcasting, which the FCC will regulate, "can the government demand public service from these newspapers?" he asked.

Television, which will use newsreels made by newsreel companies which currently are unregulated by Government, may well introduce an element of Government control into newsreel operations themselves he said. "In that case what would be the newsreel companies' responsibility for public service?" he asked.

"The best service that broadcasting can do for the American public is to stay solvent," Mr. Mullen said. To keep his economic health the broadcaster must keep his audience. "Anybody knows that the only way you can prosper is to hold your listeners," he said. If large audiences are intrigued by radio, the broadcaster must be giving them what they want to hear, Mr. Mullen said.

Mr. Mullen's answer to critics who protest that radio enjoys limitless profits was that as long as the present economic system obtains, broadcasters are entitled to profits. He said that most critics were uninformed and that the profits of most broadcasters had been meager.

Broadcasters, he pointed out, were primarily occupied with building and keeping audiences. To do so, they had to observe the responsibilities of taste, education, information and entertainment, else their audiences would revolt.

"I think broadcasters have done a pretty good job of serving the public," he said. "And the character of the American broadcasters is as good as that of any other group of business people in America."

louder than thunder...

and more persuasive

When bursts of thunder roll above the busy coal and steel regions of Pennsylvania, West Virginia and Ohio, millions of people look skyward. To them, as with people everywhere, thunder represents the loud and powerful voice of nature.

But thunder is puny compared with the voice of WWVA. Thunder at its most potent is seldom heard more than 20 miles away.

WWVA, packing the punch of 50,000 watts, reaches out hundreds of miles across a wide primary area that includes 123 counties in five states...123 counties where over 7,500,000 consumers (more people than the cities of Los Angeles and Chicago combined) live and spend more than *two billion* dollars each year.

When WWVA speaks, they listen. When WWVA leads, they follow. When WWVA *sells*, they buy.

What can we tell them about *for you?*

ONE OF THE WORLD'S BETTER RADIO STATIONS
WWVA
50,000 WATTS
WHEELING, WEST VA.

A BASIC ABC STATION

Radio Set Production Reported Up for August

AN INCREASE of 31% over July production of radios was reported last week in the August census report, released last Monday. August radio production totaled 1,600,000 sets. Production was 57% over the average monthly output during 1941, according to the Census Bureau. There were also approximately 95,000 electric phonographs produced during August. Figures are based on reports filed by 108 manufacturers.

Home set production—exclusive of battery sets and radio phonograph combinations—was up 42% over July, with 1,000,000 sets produced. Console models represented less than 10% of the total, and current production was but 16% of the average monthly output of consoles during 1941.

Figures are not broken down for television set production, but television wired radio-phonograph combinations are included.

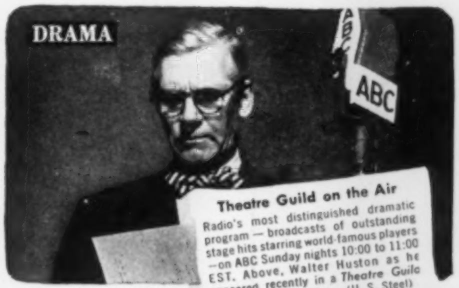
Another smash in THE SATURDAY EVENING POST NOV. 2, 1946 . . . to build a bigger audience for ABC advertisers

For shows that are first in their fields . . .

Listen to ABC

AMERICAN BROADCASTING COMPANY

DRAMA



Theatre Guild on the Air

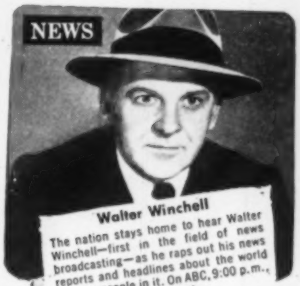
Radio's most distinguished dramatic program — broadcasts of outstanding stage hits starring world-famous players —on ABC Sunday nights 10:00 to 11:00 EST. Above, Walter Huston as he appeared recently in a *Theatre Guild on the Air* production. (U. S. Steel)

VARIETY

Bing Crosby Show

Now Bing Crosby joins the galaxy of ABC stars! The one-and-only Bing—and a big assortment of famous guests—in a brand-new, top-notch variety show. On all ABC stations Wednesday nights from 10:00 to 10:30 in the East, 9:00 to 9:30 in all other time zones. (Philco)

NEWS



Walter Winchell

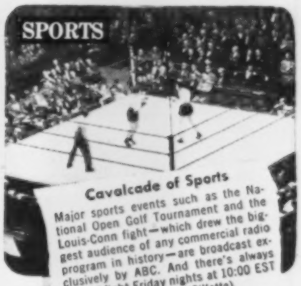
The nation stays home to hear Walter Winchell—first in the field of news broadcasting—as he raps out his news reports and headlines about the world and the people in it. On ABC, 9:00 p.m., EST, Sundays. (Jergens)

OPERA

Metropolitan Opera

First in the field of great music, ABC brings you the entire season of Saturday afternoon operas direct from the stage of the Metropolitan Opera House, together with opera news and discussions by noted musical authorities. Series begins Saturday, Nov. 16, at 2:00 p.m., EST. (The Texas Company)

SPORTS



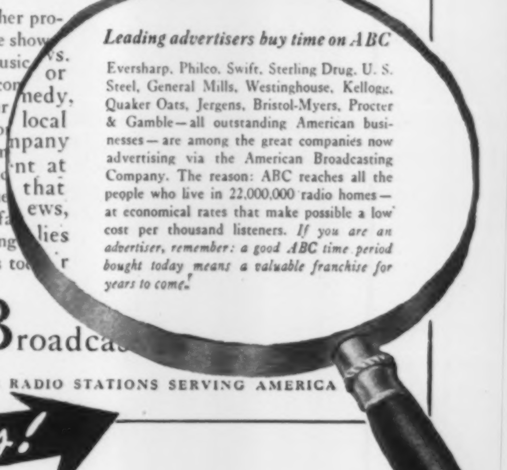
Cavalcade of Sports

Major sports events such as the National Open Golf Tournament and the Louis-Conn fight—which drew the biggest audience of any commercial radio program in history—are broadcast exclusively by ABC. And there's always a good fight Friday nights at 10:00 EST on your ABC station. (Gillette)

EACH YEAR the American Broadcasting Company tries to give its millions of listeners the best of as many different kinds of radio programs as possible.

The *Theatre Guild on the Air*, for example, is now acclaimed by millions as radio's outstanding dramatic program. The *Metropolitan Opera* and the *Boston Symphony* have helped build ABC's reputation for great music. Among discussion programs dealing with national affairs, *America's Town Meeting of the Air* is the nation's most consistent winner of top awards. And now, with Bing Crosby's return to the air, ABC adds still another program to its list of number one show

Whether you prefer music vs. or mystery, quiz shows or com medy, you can depend on your local American Broadcasting Co npany station for radio entertainm nt at its best. That, plus the fac that ABC gives *all* sides of *all* the ews, is why so many millions of fa lies from coast to coast are setting r radio dials on ABC stations to



Leading advertisers buy time on ABC

Eversharp, Philco, Swift, Sterling Drug, U. S. Steel, General Mills, Westinghouse, Kellogg, Quaker Oats, Jergens, Bristol-Myers, Procter & Gamble—all outstanding American businesses—are among the great companies now advertising via the American Broadcasting Company. The reason: ABC reaches all the people who live in 22,000,000 radio homes—at economical rates that make possible a low cost per thousand listeners. *If you are an advertiser, remember: a good ABC time period bought today means a valuable franchise for years to come.*

American Broadca

A NETWORK OF 220 RADIO STATIONS SERVING AMERICA

Note to Time Buyers!

habit is not a "sometime" thing!

In the Mid-South area, most people have the rather pleasant habit of listening to WMC programs. This habit is not an occasional listening spree, but a week in and week out following of top NBC, regional and local shows over this pioneer Mid-South radio station.

This habit was first planted back in 1923 when the Commercial Appeal's "public service" radio station was first launched. Since that time, and backed by the prestige, publicity, and the weight of the Commercial Appeal's pages, WMC has grown and become a part of the every day lives of 405,110* radio homes in the Mid-South.

Such a loyal audience—such an **extensive** audience—is fertile field for your advertising.

* *BMB's 1946 report of total radio homes in WMC's .5 and .1 mv areas.*

—the station with the billion dollar market

WMC

★ MEMPHIS • NBC • 5000 WATTS
DAY AND NIGHT
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
MEMPHIS' **DOMINANT** RADIO STATION
"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

Labor Troubles Demand More Attention, Doherty Declares

MANAGEMENT and labor must get together and solve their differences or the nation may see the end of the capitalistic system and the advent of complete government controls and bureaucracy.

That warning was sounded Tuesday at the NAB Chicago convention by Richard P. Doherty, director, NAB Employe-Employer Relations Dept.

"The Number One challenge that faces the United States today is labor-management relations," said Mr. Doherty. "If we face another series of strikes in the next few months as we have in the past year, we will be on the threshold of depression."

He called particularly on broadcasters to establish good employe relations, declaring that "bad employe relations, particularly in radio, breed bad public relations. Despite the bigness of radio as an industry," he continued, "the individual station is a small scale unit, in terms of labor relations. This creates both a problem and an opportunity."

Mr. Doherty blamed management for part of today's troubles, labor for part, but declared "there is nothing management can do under our present labor laws. Labor-management relations must be free if we are to have sound economic conditions."

No Simple Formula

No simple magic formula will produce industrial peace, said Mr. Doherty. The road to industrial peace has three lanes, he continued, listing them as follows: (1) The environment of collective bargaining; (2) management must practice industrial relations as a major executive function, and (3) development of employe-employer relations.

Under present laws collective bargaining is difficult, he explained, primarily because Government agencies "call the plays, determine the gains and fix the score."

"Under existing legislation we have legally protected the right of the worker to unionization—if he so chooses—but we definitely have not created a genuine national labor policy which seeks to make collective bargaining work as a process of industrial peace," said Mr. Doherty. "What American businessmen and the American public itself must demand of Congress is realistic legislation so that collective bargaining may truly be a two-way street with the same rules applying to both sides of the traffic."

Mr. Doherty gave broadcasters these suggested rules of operation to help make collective bargaining effective:

"A—Industrial relations must be taken over as a top executive function. It is not a legal task. This is a big job and it requires executive direction, skill and understanding.

"B—Don't be misled into thinking that collective bargaining consists primarily of negotiating a yearly contract which you regard as mainly a game of wits and economic crapshooting.

"C—Management must learn the technique of working with unions including the strategy of contract negotiations. For years business has devoted endless hours to the fundamentals of sound merchandising, to scientific production, etc., yet few businessmen devote any real professional attention to the complicated process of union relations. When management learns effective techniques and practices, unions will be forced to match their well-developed skills and strategies with the proficient practices of executive leadership. The bargaining table may then be far better balanced."

Realism Needed

With or without unions, said Mr. Doherty, management has the mandate to "take its head out of the sand" and look realistically at the essential challenge of promoting sound and effective employe-employer relations.

Made-work and featherbedding practices have been fostered in radio partly because "top management has been too busy looking at the pay checks," according to the speaker. "Management must keep an eye clearly on policies, much more so than money." Mr. Doherty pointed out that under the capitalistic system "no union provides jobs for the workers, nor pays the weekly salary. Furthermore, no union provides the investment and equipment and facilities which create employment, nor does the union procure the sales income dollar from which wages are paid, any more than it coordinates and directs the factors and elements which go to make up a successful business enterprise."

"Good management can aggressively provide all the things which unions try to provide," he continued. "But if this is to be done, management must practice good employe relations. It is high time that management stop letting unions carry the ball."

To accomplish good employe relations management must establish a program which recognizes the desires and wants of the workers, he said. "In the radio industry, we possess a degree of total employment stability which is not common to industry as a whole. There is no earthly reason why broadcasters cannot capitalize upon this fact

(*Continued on page 87*)

Something to toot about!

Evening—Popular music is always good for night-time entertainment. Among others, World gives you "Charlie Spivak Serenade," Glen Gray's "Casa Loma Time," and the "David Rose Show." All sprightly. All programed for two 15 minute periods a week.

World Continuity Service Gives You Timely, Around-the-clock Programs Featuring World-famous talent!

Morning—Wake 'em up and keep 'em stepping with "Music for Monday," "Music for Tuesday," etc., all-music programs running 30 minutes every day. Special concert selections for "Music for Sunday" program. Sure-fire audience-builders. First-rate rating-boosters.

Luncheon—Music for the noon hours with "Three Quarter Time," featuring the waltzes of Harry Horlick (three 15 min. weekly) and "Jerry Sears Presents," high-styled swing and classics (three 15 min. weekly). Subscribers report record sponsorship for both in recent poll.

Afternoon—Tequila tempos to enliven the cocktail hour with "South of the Border" (three 15 min. weekly). Alternate with "All Star Dance Parade," featuring such stars as Jimmy Dorsey, Woody Herman, Johnny Long, Harry James, Les Brown. (Six 15 min. weekly).

Dinner—Let early evening listeners "Lean Back and Listen" (six 15 minute periods a week) to light classics, musical comedy favorites and standard salon selections. Like all other World Continuities, this show can be used to fill any special station time, any desired number of times weekly.

You can build over seven hours a day of varied programs to boost your time sales and increase your ratings with World Library Service. For in addition to World Continuities, World Library gives you thousands of musical selections with which you can build *your own* programs. However you use World transcriptions, World's outstanding talent assures you of success . . . World's expert engineers guarantee life-like reproduction through their skilled use of Western Electric Vertical Wide Range Recording equipment. Remember: More stations subscribe to World Library than to any other similar service. Get in touch with us today. We've got your numbers.

WORLD LIBRARY

Builds better programs

WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON

BMB Session

(Continued from page 16)

audience, share of audience, or type of listener, and they should not be used to compute cost-per-thousand listeners to individual programs. He also warned that BMB audience and ABC circulation are not directly comparable.

"Being new and having been set up to fulfill a great need," Mr. Feltis explained, "BMB may wishfully be thought to fill a lot of other needs. BMB is not a substitute for other measurements of radio listening. Nor is it a substitute for judgment and experience of timebuyers and advertisers. BMB is an additional tool which can be used to reinforce judgments and to make judgments and decisions easier and more valid."

First Figures

Turning to BMB's output, Mr. Feltis cited its first publication, *Radio Families USA*, which shows the number of families and the percent and number of radio families by county and city, as "a tremendously worthwhile contribution by BMB to the working knowledge of our industry." The just-issued Station Audience Report by maps and figures, shows daytime and nighttime audiences for each subscriber station in all counties in which 10% of the radio families listen to the station at least once a week, he said. The BMB audience in some cases will be less than a millivolt or mail map might show and in others "it is going to go beyond what you have considered merchandisable and usable radio coverage for your station," he stated, adding that in the latter instance each broadcaster is perfectly free to claim as your effective station audience only that area where your BMB penetration exceeds a certain level" which he may determine for himself provided he labels it clearly.

More Research Planned

Expressing the opinion that "further studies will have to be made of such factors as the actual distribution of station audience percentages in their home counties to determine the most useful levels for map presentation, Mr. Feltis suggested that meanwhile each station show its "entire BMB audience area, with data recapped in as many levels as possible, perhaps in steps of 10%."

"Thus," he pointed out, "any advertiser or agency can name its own level and you can quickly show your audience down to that level. In this way, advertisers and agencies too may experiment and arrive at their own decisions as to what level of BMB penetration they require to do an adequate job in a particular place or for a particular account."

Since this is the first industry-wide study, he said, BMB "did not feel in a position to establish arbitrary primary, secondary or any other levels for all stations. However, now that all this information is at hand for examination, the technical research committee, which represents a cross section of all types of stations, advertisers and agencies, will begin studying the valid uses of the data collected to determine proper standards for the future. BMB recognizes its responsibility to test and explore and refine the whole measurement and to agree upon and recommend the most usable standards for the industry as soon as such standards can be established and proven significant and usable. This work will be undertaken immediately."

Critics Forever

SPEAKING of BMB's problems, J. Harold Ryan, vice president, Fort Industry Co., told the convention: "It is a difficult thing to head a pioneer enterprise. Unknown pitfalls are encountered and there is always the adverse criticism of those who lack the background and experience that is so necessary in a technical development like BMB. Nineteen hundred years ago a man came down on earth who devised a system of living so perfect that no other system has ever been able to approach it. Yet in all the intervening years it has not been possible to secure universal acceptance of even that system of life."

December Report

BMB's next report, the *U. S. Area Report*, will be published in December, Mr. Feltis said. It will be a 700-page volume showing by county and city all stations having BMB audiences there with their day and night audience figures. Station subscribers, AAAA agencies and ANA advertisers will each receive one copy, with extra copies generally available at cost, about $35. The *Network Report*, similar to the area report but showing unduplicated network audiences for the four major and about a dozen regional networks, will be published in January and distributed the same as the area report.

Speaking of the use to which broadcasters can put these data, Mr. Feltis stated: "BMB's station audience reports can be used exactly as previous coverage, circulation or mail maps have been used, with this advantage, BMB Reports are uniform, comparable and accepted throughout the U. S. by advertisers, agencies and subscribing broadcasters." The last group numbers 706, or 75% of all the country's stations.

So used, BMB data will be valuable to station management in evaluating its present position and will serve as a yardstick to measure future progress; it will show relative strength and weaknesses which may be exploited or corrected; it will help engineers to plan improvements and sales staffs to take full advantage of the station's areas of influence, Mr. Feltis stated.

Applying Data Properly

Adding a word of caution about "overselling," he pointed out: "It remains to be seen what value attaches to counties with low BMB penetration, such as 10%, 19% and 20%. The wise station and the thoughtful salesman will refrain from making exorbitant claims about all the counties reported in the BMB Report until experience with these figures by the entire industry makes apparent the real significance of these figures for different clients."

BMB appreciates that stations and their problems vary, that in each case "your business is different," Mr. Feltis said, announcing that accordingly BMB is setting up an advisory service for stations to operate as "an individual and exceedingly personal affair." Urging stations to come to BMB for help in interpreting their data, he said that BMB thinks it can help there and also in pointing out "significances which might not be apparent and helping you avoid pitfalls in your use of this material. And we want you to tell us some of your experiences with the use of BMB information so that all of you can help each other in getting the most out of BMB," he added.

This first BMB study measured all stations which were on the air last March, Mr. Feltis said, offering to non-subscribing stations which were in operation at that time the chance to join BMB now on the same basis as present subscribers.

Endorsements Given

Frederic Gamble, AAAA president, and Paul West, ANA president, expressed the same confidence for BMB that they had done two years before, endorsed the tripartite method of operation and praised the work of Mr. Feltis and his staff. Stating that he had seen many research projects, Mr. West declared, "I've never seen a better one nor one better organized than BMB," adding, "this is due almost entirely to Hugh Feltis' courage, ability and leadership."

Likening the broadcasters to the Irish as always ready to fight, whether it be to oppose an outsider or among themselves, Mr. West warned them not to let any intra-industry bickering over details of BMB's operations get out of hand and not to wash their dirty linen in public to the possible detriment of BMB.

Discussing BMB's future plans, Mr. Ryan explained that the decision not to make another study until 1948 was based largely on the fact that many new stations are expected to begin operation next year that would not be included in a March study and also on the need for evaluating the first study and developing new and refined techniques in preparation for the next one. In addition, he said, BMB will promote the full use of the first study findings, will solicit present and new subscribers for continuing support of BMB activities, and will aid subscribers in interpreting and presenting BMB data correctly.

Relies on Experts

In his summation Chairman Miller cited his judicial experiences that when highly technical evidence was presented the safest course was to rely on the testimony of experts. "The less you know about a thing the easier it is to criticize it," he said. "But what's the use? It is better to find out who the experts are and ask them if the methods used and the conclusions based on them are right. The admitted experts on the BMB board seem satisfied and I am satisfied to go ahead on their say so."

The failure of any BMB critic to speak out in meeting of course does not mean that they were all completely satisfied or that there will be no more criticism leveled at the organization and its operations. Previewing the first draft of his convention report before a group of New York broadcasters and station representatives several weeks ago, Mr. Feltis ran into severe criticism of some aspects, particularly concerning the proposed uses of BMB data as presented in a series of summer clinics and published in three articles in BROADCASTING, during September.

Following that meeting BMB issued a statement explaining that the uses had been suggestions only and were not intended to represent BMB recommendations for the use of its data. At a subsequent meeting Mr. Feltis presented a revised draft of his talk, which was presented to the convention with the full endorsement of his former critics [BROADCASTING, Sept. 7, 14].

Dissatisfaction Expressed

After the convention session a member of the New York group, who declined to be quoted, told BROADCASTING that while they had reached a full agreement with Mr. Feltis, they were still not satisfied with what they consider to be the failure of the NAB representatives on the BMB board to protect adequately the interests of the broadcasters and that action on this problem is likely to be taken in the near future.

Feltis to Speak

HUGH FELTIS, BMB president, will be the feature speaker at the Nov. 4 luncheon meeting of the American Marketing Assn. Radio Group to be held at the Hotel Sheraton, New York. Subject of Mr. Feltis' address will be "First Reaction to BMB Following the Release of Actual Station Reports."

Permanent Possession

BARTLESVILLE 40
SHAWNEE
BARTLESVILLE 43
RETIRED

America's *only* radio chapter of the Izaak Walton League, headquartered at KVOO with sportscaster Bud Jackson as its founder and permanent president, is now the proud recipient of the Oklahoma Izaak Walton League Banner Chapter cup for the third consecutive year. This entitled the Chapter to permanent possession of the cup, the first time such award has been made. Thus is evidenced, once again, another public service activity of KVOO, for the Radio Chapter was originated and founded by KVOO's Bud Jackson during the war as a means of furthering the interests and activities of the Izaak Walton League of Oklahoma through that difficult period of limited tires, gasoline and manpower. It has already paid rich dividends to Oklahomans and it will continue to do so through many years ahead as its present work bears fruit in better game laws, soil conservation, increased wildlife, and a recognition by the public at large of the value and importance of the many other projects furthered by this chapter.

Bud Jackson is a two time winner of the League diamond founder's pin awarded by the National headquarters to the individual signing up the greatest number of members in a year's time, a 28 time winner of the blue and silver founder's pin, a State and National director of the League and a recognized authority on hunting and fishing in the Southwest.

"Short Casts and Wing Shots", Bud's popular Saturday night feature program is the vehicle on which this great Izaak Walton Chapter has been carried to its enviable success.

It is another outstanding Public Service Feature of Oklahoma's Greatest Station.

●

Bud Jackson,
KVOO Outdoors Editor

KVOO

50,000 WATTS
NBC AFFILIATE
TULSA

EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES

Applications

(*Continued from page 34*)

Frequency, Call Letter, Location, File No.

700-New	-St. Paul, Minn. (D. 7472)	B4-P-4261
1080-New	-Duluth, Minn. (D. 7353)	B4-P-4278
1150-New	-Mayaguez, P.R.	B-P-4296
1230-New	-Grass Valley, Calif. (D. 7461)	B5-P-4616
1400-WSAM	-Saginaw, Mich.	B2-P-4626
1280-New	-Brenham, Tex.	B3-P-4704
730-New	-Memphis, Tenn. (D. 7700)	B3-P-4708
1450-New	-Crowley, La. (D. 7526)	B3-P-4725
1590-WLOW	-Norfolk, Va.	B2-P-4731
860-New	-Nacogdoches, Tex. (D. 7574)	B3-P-4779
1480-KGLU	-Safford, Ariz.	B5-MP-1902
1030-KWBU	-Corpus Christi,Tex.	B3-SSA-143
1400-New	-Statesville, N.C. (D. 7719)	B3-P-4835
550-New	-Clinton, N.C. (D. 7707)	B3-P-4845
830-WNYC	-New York, N.Y.	B1-SSA-145
1150-New	-Burlington, N.C.	B3-P-4857
650-New	-Rochester, N.Y.	B1-P-4859
760-New	-Charlotte, N.C.	B3-P-4879
1400-New	-Bennetsville, S.C.	B3-P-4943
1590-New	-Chester, Pa.	B2-P-4969
740-New	-San Diego, Calif.	B5-P-4981
1340-New	-Monahans, Tex.	B3-P-4982
1230-New	-Del Rio, Tex.	B3-P-4984
580-New	-Washington, D.C.	B1-P-4997
1120-New	-Cleburne, Tex.	B3-P-5013
1340-New	-Corvallis, Ore.	B5-P-5014
850-New	-Birmingham, Ala.	B3-P-5016
710-New	-Edinburg, Tex.	B3-P-5051
1290-WTOC	-Savannah, Ga.	B3-ML-1233
720-New	-Richmond, Va.	B2-P-5067
1130-WCAR	-Pontiac, Mich.	B2-SSA-144
1490-New	-Fajardo, P.R.	B-P-5078
1320-WJHP	-Jacksonville, Fla.	B3-MP-2030
1490-New	-Morrisville, Pa.	B2-P-5082
1490-New	-Albuquerque, N.M. (D. 7759)	B5-P-5083
1560-New	-Canton, Ill.	B4-P-5089
1260-New	-New Haven, Conn.	B1-P-5096
710-New	-San Pable Is., Calif.	B5-P-5106
1240-New	-Liberty, N.Y.	B1-P-5107
740-WORZ	-Orlando, Fla.	B3-MP-2093
1010-New	-JacksonvilleBch.,Fla.	B3-P-5118
730-New	-Nanticoke, Pa.	B2-P-5120
690-New	-Lamesa, Tex.	B3-P-5126
780-New	-Birmingham, Ala.	B3-P-5130
1230-New	-Hudson, N.Y.	B1-P-5131
1270-New	-Caguas, P.R. (D. 7841)	B-P-5132
1170-New	-Upper Darby, Pa.	B2-P-5134
670-New	-Rome, Ga.	B3-P-5135
1490-New	-Russelville, Ark.	B3-P-5139
1490-New	-Yreka, Calif.	B5-P-5144
1490-New	-Uvalde, Tex.	B3-P-5147
1240-New	-Nogales, Ariz.	B5-P-5149
1450-New	-Natchitoches, La.	B3-P-5151
1400-New	-Missoula, Mont.	B5-P-5152
550-New	-Kansas City, Mo.	B4-P-5154
1230-New	-Sulphur Sprgs., Tex.	B3-P-5158
1480-KANS	-Wichita, Kans.	B-P-5159
1510-New	-San Rafael, Calif.	B5-P-5164
1260-WNDR	-Syracuse, N.Y.	B1-MP-2080
1490-New	-Cheyenne, Wyo.	B5-P-5166
1140-WSIV	-Pekin, Ill.	B4-P-5169
1120-New	-Lackawanna, N.Y.	B1-P-5170
1110-New	-Oneonta, N.Y.	B1-P-5171
1280-New	-Neenah, Wis.	B4-P-5172
1410-WING	-Dayton, Ohio	B2-P-5173
1240-New	-Caguas, P.R. (D. 7842)	B-P-5174
710-New	-Beaumont, Tex.	B3-P-5178
1340-New	-Redding, Calif.	B5-P-5181
1450-New	-Clovis, N.M.	B5-P-5188
1340-New	-Roswell, N.M.	B5-P-5189
1230-New	-Craig, Colo.	B5-P-5200
1240-New	-Brewton, Ala.	B3-P-5203
1340-New	-Gallup, N.M.	B5-P-5232
1410-WKBH	-LaCrosse, Wis.	B4-P-5241
1090-New	-Baltimore, Md.	B1-P-5257
1340-New	-Bloomington, Ind.	B4-P-5278
830-New	-Hillsdale, Mich.	B2-P-5281
850-WRUF	-Gainesville, Fla.	B3-SSA-146
1240-New	-Eufaula, Ala.	B3-P-5300
1450-New	-Endicott, N.Y.	B-P-5328
830-New	-Pontiac, Mich.	B2-P-5331
710-New	-Modesto, Calif.	B5-P-5336
1340-New	-Bedford, Ind.	B4-P-5346
1240-New	-Nogales, Ariz.	B5-P-5345

ATTACHMENT D

CASES PLACED IN PENDING FILE

By Engineering Dept.

1150-New	-Des Moines, Ia. (D. 6712)	B4-P-3706
1280-WGBF	-Evansville, Ind.	B4-P-3844
710-WOR	-New York, N.Y.	B1-P-4575
1490-New	-Beeville, Tex. (D. 7604)	B3-P-4639
1280-WMIN	-St. Paul, Minn.	B4-P-5127

By Commission Action

830-KWKW	-Pasadena, Calif. (D. 6737)	B5-P-3710
1200-WHLD	-Niagara Falls, N.Y.	B1-P-3879
1240-New	-Charlotte, N.C. (D. 7607)	B3-P-3952
660-KSKY	-Dallas, Tex.	B3-P-3966
1490-New	-Austin, Tex.	B3-P-4355
870-New	-Hanford, Calif.	B5-P-442
890-New	-Santa Monica, Calif.	B5-P-446
1460-WKBO	-Harrisburg, Pa.	B2-P-450
750-KMMJ	-Grand Island, Neb.	B4-P-453
1340-WOCB	-New Bedford, Mass.	B1-P-45
1100-New	-Tulsa, Okla.	B3-P-459
1230-New	-Americus, Ga.	B3-P-460
1340-New	-Clearwater, Fla.	B3-P-465
1340-New	-Fremont, Neb.	B4-P-466
750-New	-San Bernardino, Calif.	B5-P-466
1200-New	-Evanston, Ill. (D. 7629)	B4-P-47
1340-WTEL	-Philadelphia, Pa.	B2-ML-12
1230-New	-Lynchburg, Va.	B2-P-48
1400-New	-Baltimore, Md.	B1-P-48
1490-New	-Muskegon, Mich.	B2-P-491
1230-New	-Florence, S.C.	B3-P-492
840-New	-Port Arthur, Tex.	B3-P-492
1230-New	-Florence, S.C.	B3-P-494
1490-New	-Tyler, Tex.	B3-P-497
1400-New	-Seguin, Tex.	B3-P-499
1400-New	-Jacksonville, Fla.	B3-P-50
770-KFEL	-Denver, Colo.	B5-P-50
620-New	-San Juan, P.R.	B-P-504
1030-KPHO	-Phoenix, Ariz.	B5-P-505
1030-KUTA	-Salt Lake City, Utah	B5-P-505
1340-New	-W. Palm Beach, Fla.	B3-P-510
1490-New	-Manistee, Mich.	B2-P-519
1450-New	-Live Oak, Fla.	B3-P-525

By Accounting Dept.

1230-New	-Alamogordo, N.M.	B5-P-494

By Law Department

1490-New	-Princeton, W.Va.	B2-P-495
1240-New	-Anchorage, Alaska	B-P-49

One shot
well aimed

In hunting or in advertising the story is the same—one *well-aimed* shot gets more results than a dozen poorly-placed ones.

In the Great Northwest there is *one* advertising medium that hits home. KFYR covers the Dakotas and eastern Montana as no other medium or combination of mediums can. KFYR's area includes more than a million of the nation's best-heeled farmers—who consistently turn to KFYR for their news and entertainment.

KFYR Bismarck, N. D.
5000 Watts Day and Night
NBC Affiliate 550 Kilocycles
Represented By JOHN BLAIR & CO.

APPEAL INDICATED BY FOUNDATION CO.

APPEAL from FCC's denial of Foundation Co. of Washington's petition requesting reconsideration of a grant to Metropolitan Broadcasting Co. for a new Washington station [BROADCASTING, July 8], was indicated last week by Elmer Pratt, president and counsel of Foundation Co.

Mr. Pratt said decision on whether to appeal to the District Court of Appeals could not be reached until the text of the Commission's denial was released. FCC sources said the text would be released shortly.

Foundation in its petition charged that Metropolitan (WQQW) was "unqualified to render service in the public interest"; that the "grant was made without a hearing to determine the qualifications of the applicant," and that Metropolitan's daytime-only operation on 570 kc would result in a "relatively inefficient use of broadcasting facilities in the Washington area." Foundation's application for 5 kw fulltime on 580 kc filed simultaneously with the petition, has been accepted for filing and is now awaiting Commission action. Present FCC rules require a 40-kc separation for stations in the same area.

Metropolitan, owned by some 75 stockholders of varied professions, is managed by Edward Brecher, former FCC economic analyst and co-author of the Commission's Blue Book.

Finch Names Kent

HERBERT A. KENT, president, P. Lorillard & Co., has been elected director of Finch Telecommunications Inc. at annual stockholders' meeting. Other directors reelected: W. G. H. Finch, president; Raymond B. Littlefield, Herbert L. Pettey, Frank H. Bottenus, Frank R. Brick Jr.

Starts Today!

October 28th

Ted Husing's Bandstand

available for participating sponsorship

Today one of radio's most versatile personalities takes to the turntables as a disc-jockey *par excellence*. Each participating advertiser will enjoy the magnetic audience appeal of the nation's favorite recording stars playing and singing the top tunes. The inimitable Ted Husing will handle the whole show, and deliver the commercials, too, in that friendly, smooth style as only he can.

Audience-building Promotion

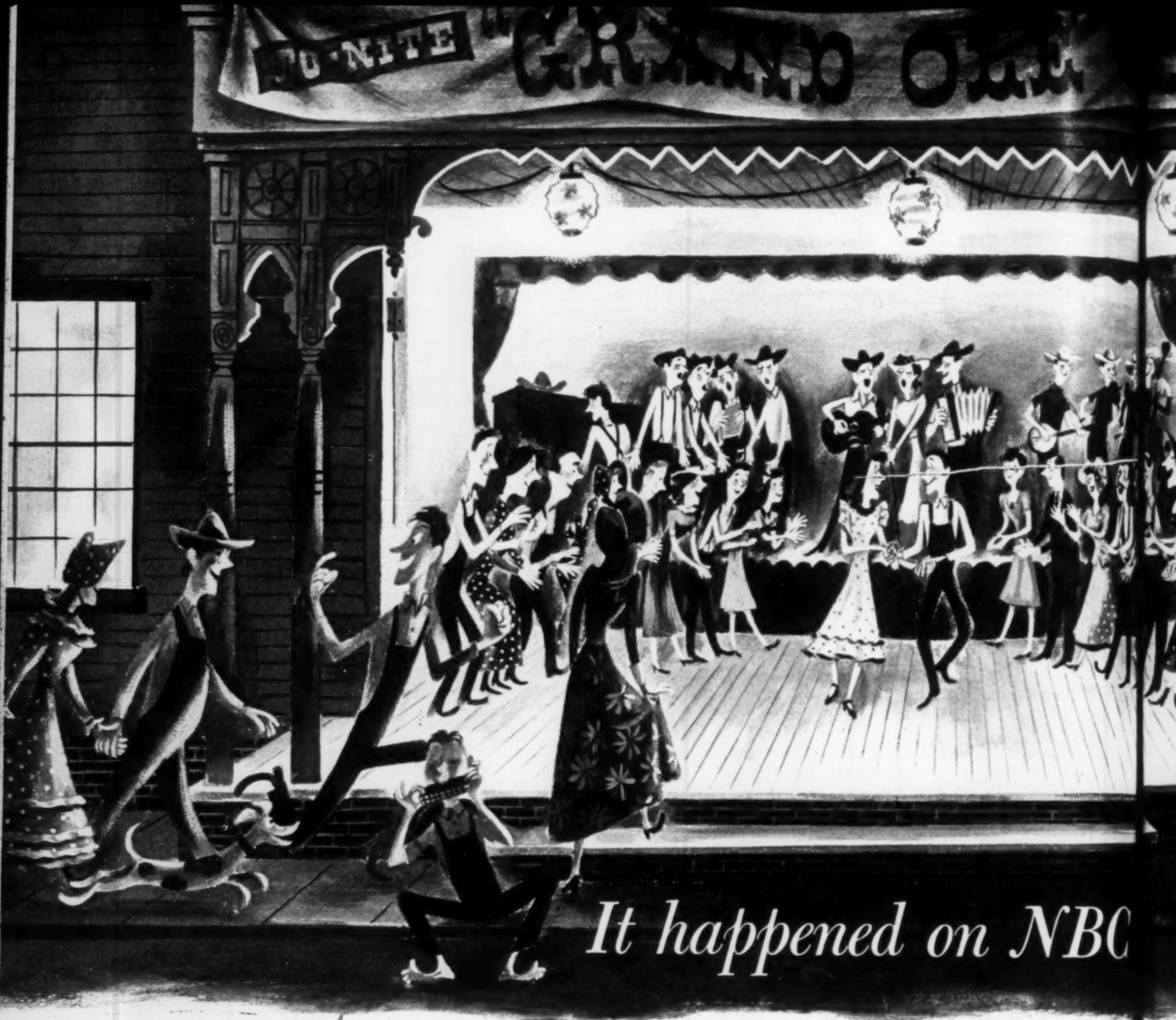
Full-page announcements in today's *New York Times*, *Herald-Tribune*, and *Sun*—plus large space ads in *twenty-three* other New York, New Jersey and Connecticut dailies—are the opening barrage in high-powered campaign to establish the largest possible audience right from the start. Extra audience promotion now means extra results now!

Broadcast Time

Monday through Saturday—10:00 A.M. to 12:00 Noon and 5:00 P.M. to 6:30 P.M.

WHN
NEW YORK
50,000 WATTS · 1050 KILOCYCLES

Represented by Rambeau



It happened on NB

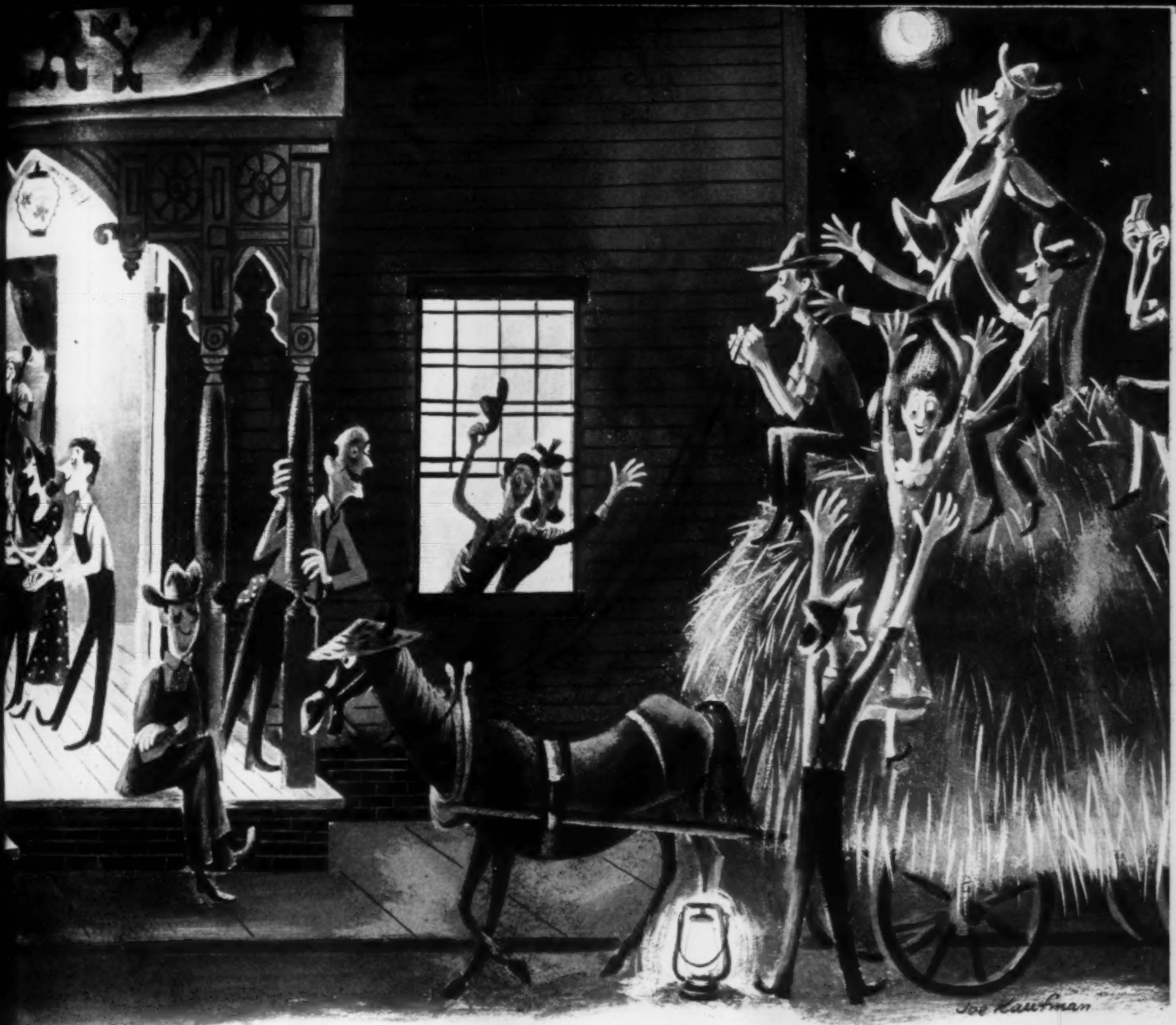
STORY OF AN AMERICAN OPERA ★ *"Cross-Eyed Butcher," "Flop-Eared Mule," "Chittlin' Cookin' Time Down in Cheatham County," "No Drunkard Can Enter There," "Rabbit in the Pea Patch"*—these are a few of the hundreds of native arias heard nation-wide in that great American opera, Grand Ole Opry.

On Saturday nights when the fiddles scratch and Red Foley's cheerful voice opens the Grand Ole Opry, something refreshing happens throughout America. In Manhattan, when the Old Hickory Singers render an old-time ballad, tired cliff-dwellers pause to listen and dream of the farms, lanes and woods they wandered as children. The Deep South echoes with the laughter of listening millions who recognize in the broad humor of both Minnie Pearl, reporter of the Grinders Switch Gazette and Whitey Ford, the Duke of Paducah, a good-natured reflection of their own way of life. Throughout the great Middle West, Saturday night is party night and in millions of rural and urban homes the fun is enlivened with the music of the Grand Ole Opry Square Dancers. Over the ranchlands and the desert of the West, where miles separate homesteads, the songs of Red Foley's Cumberland Mountain Boys and Wally Fowler and the Oak Ridge Quartet banish loneliness and bring good cheer out of the night. Up and down the Pacific Coast—trail's end of

the C
belov
on t
It
radic
Jimm
plied
In
circu
shoe
an N
To

AMERICA'S NO. 1 NETWORK

A Servic
Corporation



the Covered Wagon—millions more Americans thrill to the beloved old folk tunes strummed out by the Turner Boys on their guitars.

It started in November, 1925, when George Dewey Hay, radio's Solemn Old Judge, introduced 80-year-old Uncle Jimmy Thompson, who fiddled for an hour while Hay supplied a running line of patter over WSM in Nashville.

In October, 1939, Grand Ole Opry went on a sorghum circuit of NBC southern stations. In 1943 the Dixie Horseshoe of the Grand Ole Opry curved from coast to coast on an NBC nation-wide network.

Today, under the sponsorship of the R. J. Reynolds Tobacco Company, Grand Ole Opry covers the 48 states with the fragrance of Prince Albert Smoking Tobacco, piped to 145 NBC affiliated stations.

How to build an American institution? Found it with the hearty, homespun talent that makes up the Grand Ole Opry. Give it a sponsor who believes firmly in the traditional American customs. Circulate it on the powerful facilities of the NBC Network. Send it to the vast NBC audience with the support of other great NBC shows which have become American institutions. The result: a program eagerly anticipated—and listened to by every American who has known, or would like to know rural America.

NBC

A Service of Radio Corporation of America

... the National Broadcasting Company

Denny

(*Continued from page 14*)

by my host in discussing this report. I am expected to reply in purple words. Many have said that they hope I will. They are doomed to disappointment.

This is not going to be a fight. A quarrel would serve no purpose. Instead, it would divert attention from the real issues of the Blue Book. And it would hinder the closer cooperation between the industry and the Federal Communications Commission which is necessary for the solution of this and other important problems.

I have felt that we have been moving closer and closer toward a healthy but proper arm's length working relationship between Government and industry in the communications field. We at the FCC want to continue in this direction. That is why a quorum of the Commission and its principal staff officers have moved here to Chicago for your convention. We are here to consult with you, to learn your problems, to advise you in any way and in every way that we can.

It is our objective that the FCC shall not in your mind be a house of mystery, a dark chamber where schemes are hatched to plague you. And in this connection I want to say that, if I were a broadcaster and if I believed some of the things that have been said and some of the things that have been written, I would spend many a sleepless night. I am sure that while trying to count sheep I would instead find myself counting six FCC Commissioners jumping over the fence.

First, I wish that you would put aside some of the things that you have heard and read that purport to sum up what the Blue Book says. Then, I wish you would sit down and actually re-read the Blue Book. If you did, this is what you would find. It makes these points:

1. The Blue Book says that when an applicant represents that he is going to do certain things, that he should in fact do something reasonably close to that which he said he would do.

2. The Blue Book says that a reasonable amount of time including some time in the desirable parts of the broadcast day should be devoted to sustaining programs. This is to keep the broadcaster's hands free to offer the balanced program that every real broadcaster has always been eager to offer. Don't let anyone tell you that the Commission has said that a commercial program cannot be a public service program. The book says no such thing and the Commission intends no such thing.

3. The Blue Book says that a broadcaster should devote a reasonable amount of time to local live programs. I shouldn't think that there could be any dispute about this. If a man is truly to call himself a "broadcaster" he would, I should think, want to originate some programs of his own so that the community he is licensed to serve will have an outlet for the discussion of its local problems and for the development of its local talent and resources. A true broadcaster will not content himself simply with plugging his transmitter into a network or a turntable and going off to Florida for the winter. Unless there is to be some organization of local live programs we don't need radio stations in the various communities; all we require are unattended boosters.

4. The Blue Book says that radio should not content itself with being simply an entertainment medium, leaving it to the press and the movies to keep the American people informed on the important issues of the day. Radio, it says, should make an adequate amount of time available for the discussion of public issues.

5. The Blue Book says that advertising plays an indispensable part in our system of broadcasting. But that should not mean that broadcasting should be run solely in the interest of the advertisers rather than that of the listeners. Specific advertising excesses are described. Financial statistics are cited to show it is not necessary for the industry to indulge in these advertising excesses to enjoy a decent profit.

6. The Blue Book then comes to the question of what can be done. First it says that the primary responsibility for corrective steps "rests with the licensees of broadcast stations, with the networks and with the trade associations. Finally, it points out that the Commission has a statutory responsibility for the public interest. The Commission says that in discharging this responsibility it will, in examining license renewal applications, take into account the principles I have just summarized.

That is the Blue Book. We do not intend to bleach it. We at the Commission sincerely believe that every principle enunciated in it is calculated to increase the stature of the individual broadcaster, to encourage him to exercise greater control over his own business and to assist him to escape from the dictation of the advertiser.

Believe in Free Speech

However, my host in various public statements over the nation since the publication of the Blue Book has been teasing the Commission, saying we are stooges for the Communists. He has said that we have violated the First Amendment which guarantees freedom of speech. He has called us "obfuscators", "intellectual smart-alecks", "professional appeasers", "guileful men", "astigmatic perverters of society."

Now those comments haven't cooled our friendship because, you

(*Continued on page 44*)

THE AVENGER

Another CHARLES MICHELSON STAR SHOW

NOW TRANSCRIBED by the firm that gave you "The Shadow"

Hold Your "Hard-to-Please Advertiser" With This Show

A new, surefire half-hour network talent, mystery feature. Guaranteed to produce listeners and sales for advertisers. Already proven with sales results and audience ratings. St. Louis —11.5; Los Angeles—8.6; Cincinnati—9.6; Nashville—8.6. Scheduled for Chicago, Boston, Seattle and the Arizona Broadcasting System.

A sure way to bolster your station's program schedule. Send for audition samples and your local rate today.

OTHER PROGRAMS: A DATE WITH MUSIC • THE SHADOW • ADVENTURES OF DICK COLE • BLACKSTONE, THE MAGIC DETECTIVE • SMILIN' ED McCONNELL

WIRE • PHONE • WRITE

CHARLES MICHELSON INC.

67 WEST 44th STREET, NEW YORK 18 • PHONE: MURRAY HILL 2-3376-5168

The COMBINATION to GEORGIA

WGST
5000W* ● 920 Kc
ATLANTA
WMAZ
5000W ● 940 Kc
MACON
WTOC
5000W ● 1290 Kc
SAVANNAH

THE GEORGIA MAJOR MARKET TRIO

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job **—at one low cost**

all **CBS** available at combination rates

★1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

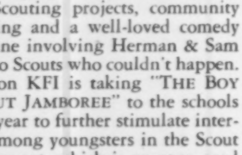
REPRESENTED BY **THE KATZ AGENCY,** INC.

This week on
KFI

IN THE INTEREST OF YOUTH

Back on KFI for its seventh consecutive year is the outstanding Public Interest program for youth —"THE BOY SCOUT JAMBOREE." Airing at 3:30 p.m. Saturdays, the 1946-47 series of this feature will be built almost exclusively upon remote broadcasts from Junior High Schools throughout Southern California. The student body at each school from which "THE BOY SCOUT JAMBOREE" will originate is to select their foremost boy leader, who will participate in the broadcast. The established format of the program includes a variety of Scouting projects, community singing and a well-loved comedy routine involving Herman & Sam — two Scouts who couldn't happen. Station KFI is taking "THE BOY SCOUT JAMBOREE" to the schools this year to further stimulate interest among youngsters in the Scout movement, which is an open road to the reduction of our paramount social problem of juvenile delinquency. The programs are written and announced by KFI's Public Service Director, Jimmy Vandiveer.

ABOUT JOAN SCHAFER



On KFI's participating program, "WHAT DO YOU SAY?" (Mon. thru Fri. 10:30 a.m.), emcee JOAN SCHAFER read a letter from an ex-GI who offered his house trailer for sale to any other ex-GI at a reasonable price. This announcement immediately brought over 250 phone calls, jamming KFI's switchboard for two hours. Why not ask KFI or Edward Petry Co. what Joan can do for a client of yours?

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Denny

(*Continued from page 42*)

see, we believe in free speech.

The Blue Book says that American radio is over-commercial. If it is not over-commercial, let's have the facts which prove it. If it is, then take steps to eliminate the excesses. Don't use a sacred constitutional freedom as a shield to ward off charges that your industry is too commercial. The Blue Book was written by men who believe in American radio, who believe that it is the best in the world.

I say that as applied to the Blue Book the cry "free speech" is a red herring.

Of the 322 applications pending for renewal at the time the Blue Book was issued, seven have now been set down for hearing.

These are not the only stations which present problems but the Commission felt that no useful purpose would be served by wholesale license renewal proceedings. We are proceeding slowly and judiciously. We will gather information on this problem as we go along. As announced in the report we hope that the public and the industry will do their part. We are waiting for you to act. We hope that this convention will produce constructive measures for the solution of this problem, so that broadcasting will raise its sights and go on to still greater achievements.

AM Licensing Policy

My next subject is one which finds my host and me in complete agreement. It is the Commission's AM licensing policy.

When the war ended there were 936 AM stations. We announced that the war-time freeze on broadcast construction was being lifted and that we would be back in business at the same old stand beginning October 8, 1945.

A year has passed. Let's see what has happened. We have granted 448 permits for the construction of new AM stations and we still have 659 more AM applications pending.

The applicants who are waiting for their file numbers to be reached in our application processing lines (and incidentally no one has succeeded in inventing a way for getting his case considered ahead of his turn), and the applicants who are in hearing say that we are moving at a snail's pace.

On the other hand, there are a few broadcasters who joined the lodge prior to October, 1945 who fear that the Commission is introducing competition to their communities with "irrational haste."

To the applicants who say we move too slowly, I answer that in the last 12 months we have done almost 11 years work. In the 11 years between 1934 and October 1945 the Commission licensed 451 new AM stations. And, as I have said, in the 12 months between October 1945 and October 1946 we authorized 448 new stations, only 3 short of equalling the total actions of the preceding 11 years. Six hundred fifty-eight AM applications are still pending.

Overall Strategy

MAL HANSEN, farm director of WOW Omaha, on his early morning farm program used the following ad picked up from a local newspaper:

> "I am wearing my last pair of overalls and they are going fast. I have driven to stores in half a dozen towns, but always too late. I am buying this space to state that I will pay cash, or trade chicken, duck, pork meat or butter for some overalls. This is no joke. I mean it."

Mr. Hansen had hardly left the air before a listener came in with the first pair of overalls. Swarms of telephone calls and letters arrived later. The last word from the farmer was a laconic telegram, "I got enough."

Now my next remarks are addressed to the handful of broadcasters who regard this new competition as unwelcome. They cry for the Commission to preserve the position they have enjoyed as a result of the wartime freeze on the construction of new stations. They ask the Commission to make an economic determination as to the number of stations their community will support. I don't believe they realize the degree of federal regulation which they invite. This is what would be involved:

Advertising Estimate

First, the FCC would have to make an estimate of the potential radio advertising revenue in the market. This would, of course, vary depending upon the efficiency of the operators to tap that potential.

So the second step would be to make an appraisal of the efficiency of the present broadcaster and the new applicant.

Third, the Commission would have to determine what a fair revenue for the existing broadcaster would be. This would be necessary in order to ascertain whether there would be enough left over for a new station.

Fourth, to be certain that all similarly situated existing broadcasters are treated alike we would have to prescribe a uniform system of accounting.

Fifth, this would involve a review of your capital investment, your income account, and your operating expenses, including the salary you pay yourself and your office boy.

In other words, the suggestion is that the Commission concern itself with the details of your business activities even to the point of saying what your income shall be. In fact, like the Indians, you would become wards of the Government.

I don't think the industry wants this. Fortunately the Communications Act would not permit such regulation. The Act provides for free competition and the wisdom of this system has been demonstrated by 20 years of experience.

I recognize that new competition will bring with it some change. It will bring men with new ideas, new ways of doing business, new ways of programming. To meet this you will find new and better ways of serving the public. By this process you yourselves advanced American radio when you entered the field. And by this process we shall advance still further.

As new faces appear around these tables, don't assume that they will have to be served from the same pie and that your slice will be that much smaller. There are vast opportunities for this business which are as yet untapped. Today's pie will not have to feed us tomorrow. As the newcomers take their places beside us the pie will grow larger.

Under-Served Areas

In this connection I should like to point out that 52 percent of the stations granted in the last year have gone to communities which heretofore have had no station. Certainly these will not take the bread out of anyone's mouth. Twenty-two percent went to towns where heretofore there was only one station.

My next subject is FM. The Commission has expressly authorized me to say to you again that it is our opinion that FM is the finest aural broadcast system attainable in the present state of the radio art. FM is not coming; it's here. And it is growing fast. Already there are 66 stations in operation and 564 more authorized (counting both construction permits and conditional grants). In addition, there are 307 applications pending. Our long range plans for FM look forward to the day when every square inch of every state from the Atlantic Ocean west to the middle of the Dakotas, Nebraska, Kansas, Oklahoma and Texas will be covered—night and day—with satisfactory FM signals. Similarly, FM signals solidly will blanket the Pacific Ocean states. The area in between these two sections is what is now the poorest served portion of our country. FM will serve large parts of it but cannot reasonbly be expected to serve it all. Here our long-range plans look for a revamped AM service to fill in the gaps.

Most AM broadcasters are pulling for FM. And well they should. Many local channel operators will, when they get FM, be able for the first time to sit in their homes in the evening and hear their own station. Thus, it is not hard to understand why 579 (65%) of the established AM stations licensed prior to October, 1945 have applied for FM. There are 315 (35%) who have not applied. Of these, 215 are locals and I urge them to get their applications in just as fast as they can. Of the 100 remaining holdouts,

(*Continued on page 46*)

Director of Sports
AT
KLAC

SAM BALTER

America's First Coast To Coast

SPORTS BROADCASTER

IS NOW DIRECTOR OF SPORTS AT...

KLAC
LOS ANGELES

"SPORTSBOOK"
6:30 - 6:45 P. M. ● MON. THROUGH SAT.

National Representative: ADAM J. YOUNG, Jr., Inc.
New York & Chicago

930

Soon
5,000 Watts

930 KC . 1000 Watts

IN EASTERN
NORTH CAROLINA
THE DIALS STAY TUNED
TO

WRRF

In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRRF.

WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought $175,000,000.00 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this "as good as gold" market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

Affiliated With
ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
WASHINGTON, NORTH CAROLINA
National Representatives
FORJOE & CO.
New York . Los Angeles . Chicago

Denny

(*Continued from page 44*)

83 are regionals and 17 are 1A and 1B clear channels, who may be relying on their higher power to shelter them from FM. They may find it won't work that way. I believe they should review their position

I have heard it said that some broadcasters are afraid that FM is a booby trap. They say they have been told that if they get an FM station, then the duopoly rule will spring into play and they will be forced to sell their AM. As we see it today, the AM broadcaster who goes into FM will continue to operate his AM station until FM replaces AM in that area.

Today there is one loud discordant note in FM—receivers. While the manufacturers have turned out an unprecedented quantity of low-priced AM sets, the FM sets have been coming very slowly except from the production lines of several manufacturers who are solidly behind FM. Some say that the other manufacturers are sabotaging FM. I do not go this far. I am convinced that some manufacturers who believe in FM have been handicapped by production difficulties and inability to get materials. Others have been lethargic and said "FM can wait—right now there is a lush market for cheap AM receivers and I'm going to get my share."

I am convinced, however, that the majority of the manufacturers recognize the role that FM is destined to play in our broadcast structure and will do their part. After all, 12 months from now when we have hundreds of FM stations on the air, there is going to be a tremendous demand for FM receivers.

Get FM Moving

In a sentence, the way to get FM moving still faster is for you to get stations on the air and the public will demand receivers. I know it's hard to convince yourself that you should spend money to put on a program that nobody can hear. But it's even harder to convince the public that it should buy sets when there is nothing to listen to. It's your next move. Give this new superior broadcast service to the people as soon as possible.

The Commission also sees a bright and important future for television. We are convinced that the American people want television and that they need television. Television will not be simply a luxury entertainment service. Its educational potential is unlimited. It will be the most powerful communication tool of them all. Already 41 television stations have been authorized and receiver production lines are in motion.

I am not going into detail on television this afternoon because the Commission on December 9th will hold a hearing where we hope to obtain a great deal of information. After the hearing we will inform the industry and the public of everything we have learned.

WINNING ENTRIES in Longines-Wittnauer Co. contest for *World's Most Honored Flights*, are examined by (l to r): Charles S. Silver, treasurer and account executive, Arthur Rosenberg Co., New York, Longines agency; Harrison J. Cowan, L-W advertising director, and M. Fred Cartoun, Longines board chairman.

The clear channel proceeding, contrary to some reports, is not a dead duck. There will be no further sessions in 1946. The reason is that the Commission and industry engineers are busy making studies looking toward concrete proposals for revamping clear channels so as to get service to the white unserved areas on the coverage map. I don't know what the engineers will come up with but I believe that it should be possible to make some changes so as to bring a measure of relief to people without service. I don't know whether the answer will be breakdown of clear channels, reallocation of clear channels, or higher power but certainly by one means or another or by a combination of all three we look forward to substantial improvements.

Don't look for a breakdown of clear channels so as to provide further service to urban areas that are already saturated. The purpose of the proceeding is to get service to people who don't have it.

Also be assured that if new assignments become available, everyone who is interested in applying will be given an equal chance. The fellow who is sitting on the frequency daytime only or on an adjacent channel will not have a head start.

Many government services will have to be shuffled around and NARBA must be revised before 540 kc can be added to the broadcast band. Don't expect the final answer for at least another year.

We are trying to frame rules and regulations which will guide you in determining whether any particular program does or does not violate the lottery prohibition of the Communications Act. If we succeed in getting something on paper that looks pretty good to us, we will issue it as a proposal and hold oral argument.

Oral argument on a proposed new rule is scheduled November 25. Don't assume that the Commission has made up its mind to adopt the proposed rule. We have advanced it simply so that there will be a concrete proposal for discussion at the hearing. The date of the argument has been purposely postponed until after this convention so that you will have an opportunity to consider the question at this meeting.

Thus far in this election year radio has an excellent record. There have been few complaints of discrimination in the handling of political talks. I urge you to keep it that way. You play a vital role in our democratic processes and it is imperative that you earn and keep the reputation of being scrupulously fair to all sides.

Your responsibility, as we see it, does not stop, however, with treating candidates of all parties on exactly the same basis. You have, in addition, the affirmative responsibility to make your facilities fully available so that the electorate may be thoroughly informed.

Station Practice

I respectfully suggest that at this Convention you review the practice which is still prevalent in some quarters of the industry of charging twice as much for a political broadcast as you do for a commercial program.

That, I believe, brings you pretty well up to date. I have told you all our secrets. I hope you sleep well tonight.

It is not, however, enough for me to tell you all of our problems; we must know your problems. To help make this possible, Judge Miller has suggested that I should have luncheon not just once each year at an NAB convention, but once a month. I have accepted and I am lookng forward to these regular luncheons with him where we will discuss each other's problems.

At the time of your last convention in 1944 the world was in the flames of war. American radio certainly did its part to speed the day of victory.

Now, at the time of this convention we are at one of the most critical turning points in human history. Problems of baffling complexity beset the road to permanent peace, recovery, and progress. To fail in conquering these problems means chaos. No force in our society has a greater opportunity or a greater responsiblity in this struggle than you broadcasters. No one else can arm the people with facts so fully or so quicky on all phases of these issues. No one else can inspire the people so effectively to exert their highest intelligence and their noblest impulses as responsible citizens in a free democracy.

The Commisson pledges you every cooperation in enabling American radio to meet the challenge.

"BUT MYRTLE, A NERN STATION SAID THIS NEW CANDY BAR WAS A MEAL IN ITSELF."

And that settles it, Myrtle, once and for all. Of course the candy bar is a meal in itself—a darned good meal. If it's an innovation to serve it as an entree at a formal dinner, the answer is perfectly obvious: the Mrs. lives, breathes and eats by a NERN station's advice and accepts its verdict on all questions without reservation.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually

New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296.

No line charges.

Free studio facilities in Boston, Hartford or New York.

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta Detroit
San Francisco Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

HARTFORD, CONNECTICUT

OVER
6 MILLION
FOREIGN
SPEAKING
PEOPLE

You

GET THE
WHOLE
PICTURE
WITH

WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:
2,350,000 Jewish speaking persons
2,103,737 Italian speaking persons
1,236,000 German speaking persons
578,000 Polish speaking persons
250,000 Spanish speaking persons
6,517,737 foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Trammell

(*Continued from page 20*)

advertising volume. Constant vigilance must be exercised to control abuses and maintain a high ethical concept of the advertising function.

Standard of Truth

Our basic standard must always be "Truth in Advertising." Good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared, not only by the advertiser who pays the bill, and by the advertising agency which prepares the copy, but also by the broadcaster who accepts and transmits the message to the public.

We broadcasters, who are the stewards of radio's service to the public, must be vigilant in preserving its good name and reputation. No one station, no one network, can fulfill this responsibility alone. It must be fulfilled by the entire broadcasting industry, united in the conviction that the only kind of advertising which serves the best interest of broadcaster and sponsor is that which serves the best interests of the public.

To be effective, the commercial message should be as welcome a guest in the home as the program itself. If as much brains and experience and creative ability are put into the advertising message as are put into the radio entertainment, both advertiser and public would benefit. Public indifference or resentment to advertising is, has been, and always will be, a result of uninteresting, uninspired advertising.

The subject of commercial announcements deserves careful, continuous scrutiny by broadcasters, and by advertisers and agencies. Many commercial announcements can be made more effective than they now are. They can be improved—to make them sound better and sell better.

The content of the advertising message, its length, its placement, and its blending into the rest of the program, require extensive research and the best efforts of all who are interested in making broadcast advertising more effective.

Competition and Freedom

In conclusion, let me express the conviction that the ingenuity and resourcefulness inherent in the competitive spirit of the American people have never been fully tapped. Every man who was a member of our fighting forces will tell you that his company, his regiment, his ship, his army was the best outfit in the entire war. That spirit of rivalry and competition was in the finest American tradition.

And if in our industrial and economic self-expression—by which I mean our advertising—we get to be a little "cocky" and boastful, let's not worry too much about it. This nation was built and populated by ambitious and enterprising men and women. When the day comes that General Motors doesn't think it makes better cars than Chrysler, and Chrysler doesn't think it makes better cars than General Motors, and either of them is afraid to say so in competitive advertising—then our American way of life is through!

Precepts of Liberty

I do not believe that this country will ever be converted to Communism or any other totalitarian philosophy. This country was built and grew great on the idea of freedom and personal liberty. But too many of us are inclined to forget of what that freedom consists and on what it depends.

Because of the times through which we have passed, there are certain people who still look upon advertising as a sort of necessary evil—an accident of our culture and economy. They are annoyed at some of its excesses, and are sometimes persuaded that perhaps advertising is not even necessary.

Let us be fundamental about this. Advertising in our competitive economy is not only necessary to the operation of modern industry, but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom.

Therefore, not only is advertising *in* the public interest, but it is the very *expression* of that interest—interest in all that is new, all that is better, all that inspires, stimulates, and drives us to make this a world of peace, of strength, of freedom, of equal opportunity for all.

MUTUAL PRESENTS JACKSON WITH DISC

Left to right: Dr. Buck, Mr. Heslep and Mr. Justice Jackson.

"A MODEL of radio reporting" was what Justice Robert H. Jackson called Mutual's recording of the Nuernberg hangings when the discs were presented to him by the network Oct. 23 in Washington.

After the recorded broadcast was played in a special performance for the Supreme Court Justice who was an American representative on the international war crimes tribunal, Charter Heslep, Mutual representative in Washington, presented the discs to him. Justice Jackson pointed out that the people of the world have a vital interest in the sentences that were passed at Nuernberg, and are therefore entitled to hear what went on there.

He turned the recordings over to Dr. Solon H. Buck, Archivist of the United States, for keeping in the National Archives as a permanent account of the Nazi leaders' execution.

NEW MIAMI STATION PROTESTED BY WKAT

PROTEST against consideration of Biscayne Broadcasting Co.'s application for a new Miami Beach 1 kw daytime station on 800 kc was filed with FCC last week by WKAT Miami Beach, whose application for 820 kc had been dismissed without prejudice pending settlement of the clear channel question.

A. Frank Katzentine, WKAT licensee, pointed out in a petition that FCC's frequency separation requirements make Biscayne's application mutually exclusive with the WKAT request to change from 1360 to 820 kc and increase power to 50 kw, which was dismissed last February. He asked that (1) the Biscayne application be put into the pending file, or (2) that both applications be considered in a consolidated proceeding.

Canadian Production

RADIO RECEIVER production in Canada is now averaging about 40,000 sets a month, according to the Radio Manufacturers Association of Canada. Production in August, latest month for which figures are available, was 44,658 sets, bringing to a total of 389,209 sets made from October 1945 to Aug. 31, 1946. Peak production was in May with 51,000 complete sets. Total unit sales for same period is reported at 376,743, with August sales amounting to 46,259 sets. Tube sales in August were 158,000, and for the first eight months of 1946 a total of 1,700,000.

Launches Drive

KATE SMITH launched the Washington, D. C., Community Chest Drive, met President Harry Truman and received an award for her services in the war effort from the Washington Advertising Club on Oct. 22. Her CBS program originated from WTOP on that day. She received the award at a luncheon at the Hotel Hamilton at which the guest speaker was Charles G. Mortimer Jr., vice president in charge of advertising for General Foods, sponsor of the Kate Smith programs. After the luncheon she launched the Community Chest Drive from the steps of the Treasury Dept. Bldg.

The GATES 5,000 Watt Transmitter
Recently Installed at Station KMLB

"More Power to KMLB!"

CONGRATULATIONS TO KMLB — YOUR STEADY GROWTH ATTESTS TO YOUR OUTSTANDING SERVICE

It was back in the early 30's when the Liners started Station KMLB, Monroe, La., with a power output of but 50 watts. From this small beginning the Station was raised to 100 watts, then to 250 watts. KMLB operated at this level for many years before stepping up the power output to 5 kilowatts during the day and 1 kilowatt by night on a frequency of 1440 kilocycles — a tremendous 'boost' from its pioneer days. With the recent installation of the new GATES BC-5A Transmitter shown herein, KMLB thus becomes one of the leading broadcasting stations in its Southern territory. In 1942 KMLB joined the Blue Network, and when the former was divorced from NBC and was re-named the American Broadcasting Company, KMLB retained its franchise and has since carried a majority of the programs originating over ABC. To the Liners go our congratulations for their pioneering spirit and success in this important field of communications. May it ever continue as the years pass.

MONROE, LA., BROADCASTING STATION STEPS UP ITS EFFICIENCY WITH A *Gates* BC-5A TRANSMITTER

Now, with the new GATES installation shown above raising the power output of Station KMLB from 250 to 5000 watts, it becomes one of the leading Stations in the northern Louisiana territory. Only KWKH at Shreveport is now more powerful.

GATES is proud to serve and to share in the stepped up efficiency of this important ABC Outlet. KMLB's preference for GATES Transmitters and adjunctive equipment, also shown, attests to GATES leadership and contribution to radio broadcasting technique and improvement.

Other Stations Will Be Interested in the Complete Specifications of The GATES BC-5A Transmitter — Write Today

**NEW YORK
OFFICE:
9th Floor • 40 Exchange Place**

**GATES
RADIO CO.
QUINCY, ILL.**

**SOLD IN CANADA by:
Canadian Marconi Co., Ltd.
Montreal**

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT....SINCE 1922

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

Ashbacker-Fetzer Case Argued Again

Exceptions Contend FCC Did Not Make Proper Findings

THE ASHBACKER-FETZER CASE, which made one trip to the U. S. Supreme Court, was being argued again last week in exceptions—and an answer to the exceptions—to the proposed decision FCC handed down in September after consolidated hearing on the two applications. Date for oral argument has been set for Nov. 6.

The proposed decision anticipated a grant for a new 250-w Fetzer Broadcasting Co. station on 1230 kc at Grand Rapids—WJEF—on grounds that more equitable distribution of radio service would result than from a grant of Ashbacker Radio Corp.'s application to change its WKBZ Muskegon to that frequency from 1490 kc. FCC proposed to deny the Ashbacker application [BROADCASTING, Sept. 23].

Exceptions Filed

Exceptions to the proposed decision were filed for Ashbacker by Philip J. Hennessey of the Washington law firm of Segal, Smith & Hennessey, which won a Supreme Court decision overruling FCC after the Commission in 1944 granted the Fetzer request and, at the same time, set Ashbacker's for hearing. The Supreme Court said mutually exclusive applications must be given comparative consideration. The hearing was held last April.

Ashbacker's exceptions to the proposed decision contend FCC failed to make proper findings in many instances and was not justified in finding that its multiple ownership rule (Sec. 3.35) should not apply. It is "clearly evident," the brief declares, that WJEF and WKZO Kalamazoo are owned by the same person and that WKZO overlaps a "substantial portion" of the WJEF daytime primary service area.

The "evidence clearly establishes," the Ashbacker brief continues, that Fetzer Broadcasting Co. "will, in fact, operate WJEF as a mere booster station for WKZO. If these practices are inimical to good broadcasting in a single community, the extension of them to two communities compounds, rather than corrects, the evil sought to be remedied by Sec. 3.35."

"The practical effect of the Commission's proposed decision in this case," Ashbacker continues, "is to continue Muskegon as a one-station city in order that listeners in Grand Rapids may have three services instead of the two they now enjoy."

Reply to Ashbacker's exceptions was filed by Percy H. Russell Jr. of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, counsel for Fetzer Broadcasting Co.

"As the Commission found," the reply asserts, "the granting of the Ashbacker application would not provide an additional radio outlet to Muskegon. If the application were granted, WKBZ would serve not more than an additional 1,756 persons during the daytime and 7,600 persons at nighttime, all of whom receive service from several existing stations. On the other hand, the granting of the Fetzer application provides a new broadcast service in the city of Grand Rapids and surrounding area, a city having a population according to the 1940 census of 164,292 and a metropolitan district population of 209,873."

Muskegon's 1940 population was 47,697, the Fetzer reply continues, adding that "the new radio service provided by Fetzer will serve approximately 238,800 persons during the daytime and 202,800 persons at night."

Waiver of the duopoly rule was justified, the Fetzer brief argues, because overlap in service areas is only one factor in "multiple ownership." The brief claims WJEF and WKZO will "not carry identical programs except during network time," and maintains that the additional coverage sought by WKBZ could be achieved by a change of antenna site and a more efficient antenna. Since the hearing, it was pointed out, an application has been filed for change of transmitter location, installation of a new transmitter, and erection of a new antenna.

FCC Proposes To Give Fulltime Use Of 970 kc to WICA Ashtabula, Ohio

WICA Ashtabula, Ohio, a 1-kw daytime station on 970 kc, won an FCC proposed decision last week looking toward fulltime use of the channel with 5 kw day and 1 kw directionalized at night.

Because they are mutually exclusive with the WICA request, the Commission proposed to deny three other applications for changes to 970 kc and fulltime operation with increased power:

WWSW Pittsburgh, now on 1490 kc with 250 w fulltime, seeking 970 kc with 5 kw directionalized day and night; WSVA Harrisonburg, Va., a daytime station on 550 kc with 1 kw, requesting 970 kc with 5 kw fulltime, directional antenna at night; WEBR Buffalo, on 1340 kc fulltime with 250 w, applying for 970 kc with 5 kw directionalized fulltime.

Need for additional broadcast coverage, the key to the decision, was found greatest at Harrisonburg, which has no nighttime station of its own and no existing nighttime primary service in the area WSVA proposes to serve. But FCC noted that WSVA's proposed operation would lose 91,608 persons daytime due to the switch from 550 kc, while gaining 21,935 at night. The Commission also pointed out that interference would be increased to CWKU Santiago, Cuba, and to existing stations in Portland, Me., Louisville, Ky., and Fargo, N. D.

Ashtabula, which like Harrisonburg has no nighttime station but which receives from other stations some nighttime primary service in portions of its residential and rural areas, was ranked next to Harrisonburg in need for additional service. WICA's proposed operation, the Commission pointed out, would add 44,100 persons nighttime and 162,140 daytime, without causing interference to any existing station.

Need for additional service in Buffalo and Pittsburgh was found "nowhere nearly as great" as at the two other cities, with Buffalo ranked third and Pittsburgh fourth. Interference factors, the Commission said, would make it undesirable to grant either WEBR's or WWSW's application along with WICA's.

It was pointed out that after the record in the case was closed, Canada notified the U. S. on Aug. 13 that a 1-kw station is being constructed on 970 kc at Hull, Quebec. FCC noted that the Canadian operation would not cause objectionable interference to any U. S. station or to any of the operations proposed in the 970 kc proceeding. However, the Commission said, only the WICA proposal would fail to cause at least "substantial" interference to the Canadian operation.

FCC Engineers

SEVERAL vacancies in the Standard Broadcast Division of FCC are open to engineers with a degree in electrical engineering and two years' experience in broadcast engineering work other than operating, FCC announced last week. The Commission said it is primarily interested in Grade P-3s ($4,149.60-$4,902) and P-4s ($4,902-$5,905.20) who can meet the minimum requisites of the Civil Service Commission. Two years of college in addition to more experience in broadcast engineering are acceptable.

NOW!

5000 WATTS LS

For MAXIMUM coverage of the West Virginia - Kentucky - Ohio TRI-STATE

Now you can really cover the prosperous and important Tri-state area of more than 1,000,000 population with all the ease of "one station selection."

WSAZ's five times more powerful signal blankets such desirable markets as Ashland, Kentucky . . . Portsmouth, Ironton, Jackson and Gallipolis, Ohio . . . Charleston, Logan, Williamson and Point Pleasant, West Virginia . . . and of course, Huntington, West Virginia's Largest City.

ABC
Programs

WSAZ

930
kc.

HUNTINGTON, W. VA.

Represented Nationally by THE BRANHAM COMPANY

For Best Results
—Years of Practice

Looks easy, doesn't it? Just reach into the coat, and presto! a rabbit. Actually, though, it's not quite that simple. For back of this trick are years of painstaking practice . . . the attainment of a skill other men do not possess.

We are not prestidigitators, but we know some tricks about the station representation business. Mature business judgment, knowledge of advertising accounts and true sales ability can be acquired only with time and practice.

The spot advertising business on our stations is far too important to be entrusted to any but the most experienced hands.

PAUL H. RAYMER COMPANY
INC.

PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISC

Editorial

BMB Bombshell

ROADCAST Measurement Bureau weathered s first NAB Convention last week, but under onditions that left the atmosphere overcast, ith gales of cyclonic force coming up.

Broadcasters have upwards of $1,000,000 vested in BMB. Many of them aren't satsfied with the initial audience report, recently istributed. They think the formula is wrong. e know quite a few of them who planned so express themselves at the NAB Conention. Technically, the opportunity to get e floor was given them, but under circumances that hardly augured for free and pen discussion.

Broadcasters generally are in favor of BMB d the purpose for which it was created. hey voted for BMB unanimously two years go. It now develops that what appears to a strong segment of those same broadsters are opposed to the formula used in mputing the audience reports by counties. he formula can be changed. There's nothing crosanct about any formula.

The NAB should not have let itself in for e brand of criticism voiced following the uesday BMB session. Many broadcasters anted information and light. They felt they idn't get it. The danger is that these broadsters may not be disposed to renew their MB contracts next year, and that what is dmittedly a desirable project, may die on e vine for want of freedom of discussion.

District meetings of the NAB get under ay next January. BMB was sold individully to broadcasters at those sessions two ears ago and last year. President Hugh eltis did a masterful job of selling it.

This bitter incident has been engendered er a conflict of opinions surrounding use a formula. Perhaps those conflicts can be solved at the district meetings ahead. It n come only through open discussion of them.

Radio's Self Diagnosis

HE NAB CONVENTION demonstrated two ints clearly:

(1) There are a lot of broadcasters.
(2) There are a lot of problems.

In fact there are so many broadcasters that assemble them under one convention roof d expect them to dispose of the multitudinous oblems facing the art in four days' time is king almost too much.

But the problems remain, as do the broadsters. There should be some method to keep fore all in radio these serious questions afcting the future of broadcasting; there ould be some method to keep the questions ive, to collect and collate informed opinion d to arrive at intelligent conclusions. This a continuing enterprise, and not to be left NAB district meetings or other periodic rleys.

The editors of BROADCASTING believe they ve found the answer. In the November 4 sue, we will publish the first in a continuing ries of features on opinion about curnt broadcasting problems. Authoritative and ientific surveys—handled under contract with is magazine by Audience Surveys Inc. in ew York—will be conducted each month. Opinions of broadcasters, advertising agency executives, advertisers and others will be solicited. A sufficient number of opinions will be gathered to insure a consensus that is as close to accurate radio sentiment as any poll can be.

These opinions, when analyzed, will be presented in every other issue of the magazine.

There have been opinion polls before, many of them flying the banner of "authoritative." Some of them are good and, as we have found occasion to observe here before, some of them are irretrievably bad.

The editors of BROADCASTING Magazine feel that any such poll as this, to be productive and constructive—and honest—must bear two virtues:

(1) It must be supervised by specialists who know their business,

(2) The editors must keep their fingers out of the porridge. (Ed. Note: we didn't like this second stipulation. We have a lot of ideas about current radio questions, and we're not hesitant about expressing them. But Robert Salk and his conferees at Audience Surveys Inc. pointed out, with unassailable logic, that we're after EVERYBODY'S idea, not ours alone. That's good enough for us).

We have great hopes for this new feature. We want it to become a forum for broadcasters and for all who earn their livelihood in radio and its allied fields. We believe, through proper direction of such a feature, opinions on critical issues such as Petrillo, Blue Books, uniform time, BMB and numberless other problems can be crystallized without the ponderous machinery which attends mass meetings.

If the series can perform this service, BROADCASTING's editors will be fully repaid for their efforts in less measure than will be those who participate in the opinion panels by filling out questionnaires.

If such is the reward, we will even be happy that we took the advice of Audience Surveys and kept our nose out of their business.

Make Radio Week Work

PLANS for observance of *National Radio Week* Nov. 24-30, are in the final stages. This will mark the second annual observance of what is likely to become a permanent promotion for all radio—the art, represented by broadcasters and the industry by the manufacturers.

Last year, despite Herculean efforts by a handful of individuals, the *Radio Week* observance fell short of what it might have achieved. Receivers were not available for delivery. The nation was in the throes of demobilization and reconversion dislocations. The verve and spirit were not there.

This year there has been planning and coordination. The Radio Manufacturers Assn. is working closely with the NAB on a co-sponsorship basis. New sets will be available—sets with FM, we're told. In the few markets having television stations there will be video receivers available. Radio dealers, department stores, furniture stores, music merchants and electrical dealers, through their respective trade associations, have pledged their active cooperation.

Broadcasters owe their full support to this enterprise. Every receiver sold boosts or bolsters station circulation. Every FM set sold hastens the development of a new broadcasting art. Broadcasters must think of the radio set dealer, not simply as a business prospect, but as the "circulation department" of stations in the area. Conversely, the manufacturer and the dealer should realize that his set sales are directly traceable to that which the broadcaster sends from his antenna. The combination of the two completes the circuit; one is useless without the other.

Our Respects To—

CHARLES EVANS CLAGGETT

ALTHOUGH entered in law school for the fall of 1931, Charles Evans Claggett, who has been in charge of the popular children's show, *Tom Mix*, for 10 years, was lured into advertising by H. S. Gardner of Gardner Adv. Co., St. Louis.

He became a copywriter and soon persuaded the Gardner agency to let him organize a radio department. That started things. Having studied dramatics at Princeton and developed an interest in show business, Mr. Claggett had some definite ideas about production.

"A kid show to hold an audience . . .", in his opinion, "must offer a well balanced fare of entertainment. It is important that the plot be simple and easy to follow and each scene must move the story forward. There should be a fine balance between action, human interest and comedy, with plenty of mystery and surprise twists thrown in. Believability is extremely important at all times."

Application of these ideas has taken Mr. Claggett to a vice presidency in his agency and has brought him credit for a number of top productions on the air. *Tom Mix* has been the ranking children's show of the year, and was recently awarded first prize by the Chicago Federated Advertising Club as the outstanding network children's show originating in Chicago.

Mr. Claggett believes that educational and public interest features as well as commercials may be worked into a program so as not to mar its dramatic interest in the least. He points to the recent week in which the sponsors of *Tom Mix*, Ralston Purina Co., devoted to child safety.

"The episodes were plotted to dramatize the importance of child safety. Response from both children and their parents indicated that the safety messages not only got over to the listeners, but that the program itself maintained a peak listening audience during the drive."

To keep commercials entertaining and interesting, Mr. Claggett uses various devices. "Commercials are often dramatized and frequently woven into the dramatic portion of the program itself so that they become an integral part of the show. The principal characters in the program often deliver commercials, as experience has shown that 'personality selling' is the strongest type of selling to children."

In 1945 Mr. Claggett won the St. Louis Women's Advertising Club Award for the best radio commercials written in St. Louis. He is at present account executive for Knapp-Monarch Co., Frisco Railroad, Cupples Co. and

(*Continued on page 56*)

WINTER OR SUMMER . . . .

It's the Texas Winter Garden

Bill Shomette, WOAI's Farm and Ranch Director, sizes up the statue of Popeye in the center of Crystal City, Texas—the Spinach Capital of the World.

It's known as the "Winter Garden," this fabulously productive area in Southwest Texas but, winter or summer, its fertile land is burgeoning with great crops of fruits and vegetables to freshen the tables of the nation.

It is natural that a region such as this should become a packing center and it is only natural, too, that the people should rely on WOAI's broadcasts to keep them informed about weather and markets—two extremely important factors in such a business.

Mr. S. C. Freed of the Freed Packing Company, Crystal City, expressed himself fully and enthusiastically on the subject in a conversation with Bill Shomette, WOAI's Farm and Ranch Director:

Said Mr. Freed:

"I don't feel like my lunch is complete unless I can listen to the Market News at 12:15, conducted by Henry Howell. Recently the Market News helped me market a large crop of grain at a very profitable price. WOAI's farm services bring farmers and ranchers up to date. The Market News keeps buyer and seller on an equal footing. No longer is the seller in the dark, with day-old Market News that is often far different from the current quotations. WOAI's farm features rule out many disadvantages that at one time were harmful to the farmer and rancher."

The Freed Packing Company is one of several canneries located in this part of Southwest Texas from which is sent carload after carload of canned vegetables to all parts of the country.

WOAI is the only 50,000 watt, clear channel broadcasting station serving Southwest Texas. In this territory, there is a great diversity of agriculture and industry. Famers, ranchers, oil men and many others depend on WOAI for information pertaining to business—and all depend on it for relaxation and entertainment.

That WOAI serves them well is evidenced by thousands of statements of satisfied listeners who, like Mr. Freed, feel that something is lacking in their day if they miss their favorite WOAI program.

WOAI

San Antonio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

50,000 WATTS Clear CHANNEL

Respects

(Continued from page 54)

the Luyties Pharmacal Co.

Born in Jefferson City, Mo., in 1908, Mr. Claggett attended St. Louis Country Day School, and from the age of 15 to 19 was a feature writer and special correspondent for the St. Louis *Globe Democrat*. In 1931 he was graduated from Princeton, where he was on the 150 pound crew, captain of the gym team and intercollegiate gymnastic champion for three years in three events.

He was a yearbook staff member in college, worked for the Press Club in his freshman and sophomore years, and was publicity manager of the Triangle Club, his senior year. He was also a member of the Princeton Board of Athletic Control and the Cottage Club.

In St. Louis, Mr. Claggett belongs to the Stack Club, a business men's luncheon group, and the St. Louis Country Club. He is a widower and has no children. His hobbies are horseback riding and hunting—with ducks preferred.

New CHUM Building

CHUM Toronto is building new studios on Mutual St. near Carlton St., new business and theatrical center. One story building now going up will have four studios as well as offices for the station. Building is to be ready next spring. At present CHUM's offices and studios are in a number of buildings in downtown Toronto.

WE'RE THEIR MEAT.. AND VICE-VERSA!

WDAY *must* have "what it takes" to get listeners in the rich Red River Valley. "Affiliated with NBC" is part of the answer. "Better *local* stuff, too" is the rest. The figures below (from the latest Conlan Survey) tell the story. Shall we save a slice for *you?*

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2%

WDAY
FARGO, NORTH DAKOTA
N.B.C.
FREE & PETERS, Inc.
National Representatives

MANAGEMENT

NOEL E. THOMPSON has been appointed assistant manager of KGNC Amarillo, Tex. Marine Corps pilot for five years during war, Mr. Thompson has been program director and news editor of KFYO Lubbock, Tex.

MAXINE EDDY, general manager of KGFF Shawnee, Okla., Oct. 12 was married to **ROY J. BOWMAN**, production manager of the station. Mrs. Bowman has been with KGFF for nine years and manager for 2½ years. Mr. Bowman has been associated with station for five years, three of which he served in the Marines.

LLOYD E. YODER, general manager of KOA Denver and All-American football star of Carnegie Tech (1926), continues his interest in the game by refereeing Big Seven contests in the Rocky Mountains and West.

GORDON CARPENTER, formerly of the sales department of CKMO Vancouver, has been appointed manager of CJAV Port Alberni, B. C.

A. D. DUNTON, chairman of the CBC board of governors, Oct. 28 is to be guest on the Borden Co. "Canadian Cavalcade" program on CBC Trans-Canada network. He will be interviewed on his post as CBC chairman.

FRANK MULLEN, NBC New York executive vice president, will arrive in Hollywood on Nov. 4 for seven day conference with **SIDNEY N. STROTZ**, Western division vice president.

EDUCATIONAL RADIO GROUP LAUDS DURR

A RESOLUTION commending FCC Comr. Clifford J. Durr "for his fearless and effective leadership in the interests of public service radio in America" has been adopted by the National Association of Educational Broadcasters.

To be presented to him when he returns from the five-power telecommunications conference at Moscow, the resolution, signed by NAEB President Harold Engel, reads:

"Resolved, that the National Association of Educational Broadcasters express to Clifford J. Durr, chairman of the educational committee, its appreciation for his cooperation in the cause of educational broadcasting and commend him for his fearless and effective leadership in the interests of public service radio in America."

Committee Expands

BMB IS EXPANDING technical research committee from nine to 12. New members: E. P. H. James, MBS manager, sales operations, appointed by NAB; Marion Harper Jr., vice president in charge of research, McCann-Erickson, N. Y., appointed by AAAA; Albert S. Dempewolff, assistant to advertising director, Celanese Corp. of America, appointed by ANA.

Craft Tie-Up Urged

TIE-UP of Hollywood radio craft unions into a coordinate group has been proposed by Radio Directors Guild. Unions invited to consider proposal are Radio Writers Guild, AFRA, IBEW, NABET and AFM. Further consideration is to come at meeting of all concerned.

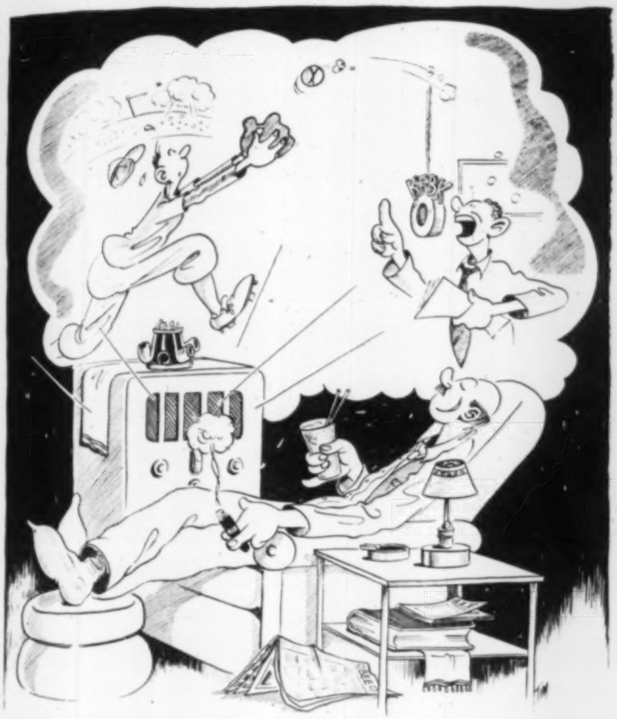
FIRST 50 kw FM transmitter in the South, according to Westinghouse Electric Corp., has been bought by Roger C. Peace (center), president of the Greenville, S. C., News-Piedmont Co., operators of WFBC. Standing are Jerry Reeves (l), Westinghouse salesman, and Beverly T. Whitmire (r), manager of WFBC.

Contracts in Electronics Changed by War Assets

WAR ASSETS Administration announced last week that new contracts paying fixed commissions on sales of electronic material by WAA distributing agents will go into effect Dec. 1. New contracts replace the cost-plus-fixed-fee system of payment. Agents or their representatives began signing the new contracts in Washington last Wednesday. Under the agreement, agents will be paid a flat compensation, from 10 to 35% on the amount of material actually sold. If material is repaired, reprocessed or converted, under the direction of WAA, such work will be paid for separately.

In an earlier action affecting the electronics industry, WAA ordered a speed-up of the machine tool disposal program to increase the output of radios, automobiles, etc. Machine tools which produced war materiel will be used. WAA's 33 regional offices, as well as 3,000 WAA approved machine tool dealers, have copies of the fixed price catalog.

PHILADELPHIA'S
No. 1 *Sports Station*
BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING
10,000 Watts WIBG
REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street



Safe at Home . . . a Cartoon Sent in by Appreciative Fans

KFBK Sacramento Baseball Pushed the HOOPER up to

18.6

HOOPER RATING ON SACRAMENTO STATIONS

Period: 9:00-9:30 PM, *Tuesdays through Saturdays*

August 13 through August 31, 1946

STATION	PROGRAM	RATING	SHARE OF AUDIENCE
KFBK	Baseball	18.6	60.5
A	Misc.	1.7	5.6
B	Misc.	3.3	10.8
C	Misc.	2.5	8.2
D	Misc.	2.4	7.7

WE HAD A HUNCH our programming at KFBK was on the right track. And the recent Hooper survey that gave us an astounding 18.6 during KFBK's baseball broadcast proved it.

You don't earn a 60.5% share of the estimated total radio audience — with a local feature — unless you are *consistently giving listeners what they want.* That's been our policy for years and years. Programs like KFBK's dramatic sports broadcasts, popular newscasts and lively special events bolster a heavy schedule of American Broadcasting Company's top-flight network shows. Result: by far the largest and most loyal radio audience in the Sacramento area. During the Hooper survey period, 9:00 to 9:30 P.M., P.S.T., KFBK outstripped the next best station nearly 6 to 1!

Talk to your Raymer man about this dominant station of the rich Sacramento market and ask to see the Continuing Measurement of Radio Listening.

KFBK

SACRAMENTO, CALIFORNIA

A Beeline Station

10,000 WATTS - ESTABLISHED 1922

Paul H. Raymer Co

National Representatives

RENEWALS
ARE JUST ANOTHER WAY OF SAYING...

Your Sales Have a Brighter Future on

KXOK

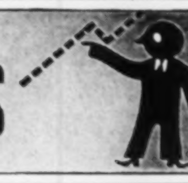
When an advertiser uses a station for the first time . . . he attempts to forecast results. But when an advertiser renews his use of the station again and again . . . that means his **sales future is assured.** Over 40 regional and local advertisers (**not** including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KXOK.

• 630 KILOCYCLES
• 5,000 WATTS
• FULL TIME

Owned and Operated by The St. Louis Star-Times

For complete details, call a JOHN BLAIR representative

AGENCIES



CARROLL CARROLL, who resigned from the J. Walter Thompson Co. after 14 years of association, has joined the Ward Wheelock Agency with headquarters in Hollywood as chief of the script department. Mr. Carroll will be editorial supervisor of the agency's two Campbell Soup shows, Hildegarde and Jack Carson.

PAUL R. KLOCK, released from the Army, has joined the plans and copy staff of Noyes & Sproul, New York.

BEN CONERY has rejoined Peck Adv., New York, as production manager following a year and a half with BBDO Los Angeles.

A. S. GODLEY, former account executive with Gussow, Kahn, New York, has joined Advertising Ideas, New York, as account executive and director of public relations.

LYLE BRYSON, formerly in the advertising department of Cosmopolitan Magazine, New York, has joined Gunn-Mears Adv., New York, as account executive.

BETH HOLMES, formerly of Compton Adv., New York, has joined the creative staff of Sullivan, Stauffer, Colwell & Bayles, New York.

RONALD C. BRADLEY, former merchandising manager with The Emporium, San Francisco department store, has joined Doherty, Clifford & Shanfield, New York, as assistant account executive. He is Navy veteran.

J. B. DYSON, has been appointed manager of McCann-Erickson offices in Santiago, Chile, replacing **WILLIAM H. BRAY**. Mr. Bray has been transferred to agency's new office in Lima, Peru.

J. PORTER REILLY after service with the armed forces has joined Madison Adv., New York, as media director.

LOUIS H. WREDE, formerly with Scientific American Publications, New York, has joined Edward Hamburger Adv., New York, as account executive.

MORT MAZOR, formerly in the media department of Donahue & Coe, New York, has joined Arthur Cohn & Assoc., New York, in same capacity.

TED SMITH, West Coast manager of motion pictures and television for J. Walter Thompson Co., has switched from agency's Hollywood to Los Angeles office to be nearer account executives.

PATRICK DOLAN, manager of Foote, Cone & Belding, London, has been placed in charge of all the agency's European activities.

EDITH A. DRIVER, formerly in the copy department of Dancer-Fitzgerald-Sample, Chicago, has been appointed to the copy staff of H. W. Kastor & Sons Adv., Chicago.

DONITA FERGUSON, former chief of the medical and scientific unit of the bureau of Overseas Publications, OWI, and **ROSE TOTH**, former publicity director of Ann Haviland perfumes, have joined the public relations department of Geyer, Cornell & Newell, New York.

BECKY RAISBECK, formerly with Pedlar & Ryan, New York, and before that with J. Walter Thompson Co., New York, and **CHARLES NEWTON**, former director of radiation laboratory publicity at the Massachusetts Institute of Technology for the War Dept., have joined the copy staff of Doherty, Clifford & Shenfield, New York.

JOHN FOX after service with the Navy and formerly head of his own export organization has joined LaRoche & Ellis, New York, in merchandising capacity.

EDWARD ALESHIRE, manager of Geyer, Cornell & Newell Hollywood office, has resigned to take up residence in Chicago. **ED CASHMAN**, Hollywood independent producer, has been appointed agency's general supervisor in that city.

LAWRENCE GILES, long identified with Safeway Stores as vice president and director, has been elected chairman of the board of Harrington & Buckley Adv., San Francisco.

SPENCER L. ROWE after service with the Navy and formerly with Lambert Pharmacal Co., has joined Grey Adv., New York, as director of drug merchandising activities. **CHARLES C. ROLLINS**, former account executive at Ruthrauff & Ryan, New York, also has joined Grey in a similar capacity.

Mr. Grant

AUSTIN T. GRANT, for nine years news commentator of **WWJ** Detroit and prior to that a theatrical producer, has joined Powell Adv., Detroit agency specializing in radio as vice president. He will be in charge of agency's production, talent and packaged program departments and also will serve as account executive. In addition Mr Grant will continue his morning newscasting duties with WXYZ Detroit.

ROBERT H. POWELL, president of the agency, handles football broadcasts of all U. of Michigan and Detroit Lions' games.

WALTER PFIEFFER of the Shreveport, La., office of Bozell & Jacobs has been appointed general publicity chairman of the city's 1946 Community Chest campaign. He will coordinate all media.

OZARKS ADVERTISING Agency Inc. has been formed at 501 St. Louis St., Springfield, Mo., to engage in advertising and merchandising services. **H. WAYLAND FULLINGTON** is president and general manager; **RALPH NELMS**, executive vice president; **J. W. FUSON Jr.**, radio director, and **E. E. SIMON Jr.**, director of merchandising.

MARTHA SMITH, formerly with WCSC Charleston S. C., before service as officer in the WAC, is now assistant copy director with Leighton & Nelson, Schenectady.

FRED W. CORNELL Jr., formerly with Los Angeles Examiner, has been made production manager of Brisacher, Van Norden & Staff, Los Angeles.

RICHARD BERGGREN, copy writer of Garfield & Guild, Los Angeles, has switched to Smith, Bull & McCreery, San Franscisco, in similar capacity.

RICHARD NEELY, following service with the armed forces, has resumed as copy chief of Young & Rubicam, San Francisco.

A. JAMES ROUSE Adv., Los Angeles, has changed name to A. James Rouse Co. and has moved to 529 N. La Cienega Blvd. Telephone: Bradshaw 2-1772.

WILLIAM HOVEY is head of Hovey Assoc., new Hollywood agency established at 6411 Hollywood Blvd. Telephone: Hempstead 8983.

PECK Adv., Los Angeles, has moved to 8511 Sunset Blvd. Telephone: Croftview 6-7277.

DON MANCHESTER, formerly of Foote, Cone & Belding as vice president, has joined Dancer-Fitzgerald-Sample, Chicago, as account executive on Oxydol account.

DONALD McVICKER, after service with Navy and formerly with Securities and Exchange Commission, New York, has joined executive staff as director of new business relations, Anderson, Davis & Platte, New York.

HERBERT KAUFMAN, former assistant to the president and director of sales and advertising, Ever Ready Label Corp., New York, has joined Hiram Ashe Adv., New York, as vice president.

L. HOWARD MOSS Jr., formerly advertising manager and assistant editor of P. F. Collier & Son, New York, has joined Green-Brodie Adv., New York, as account executive.

GEORGE DURHAM, assistant account executive of Kastor, Farrell, Chesley & Clifford, New York, has resigned.

SCOTT FYFE, former executive assistant with the Canada Life Assurance Co., Toronto, has been named manager of the Toronto office of Harold F. Stanfield Ltd.

THE CLEMENTS Co., Philadelphia, has purchased a Republic Seabee, four-place amphibian plane, for use by its service department. Several of the agency's clients are located on rivers. Plane will be piloted by **DAVID S. ROBERTS**, former AAF lieutenant and B-29 flier who now is account executive with Clements.

WPLH in Huntington Will Go on Air Nov. 9

WPLH Huntington, W. Va., licensed to Huntington Broadcasting Co., will go on the air Nov. 9 with 250 w on 1450 kc, F. J. Evans, president and general manager announced. Station will be a Mutual affiliate. Transcriptions libraries include Standard and Capitol and the news service is AP radio wire.

Mr. Evans, in Chicago for the NAB Convention last week, announced the following staff appointments: Jay Caldwell, formerly of WOL Washington, program director; W. H. Hansher Jr., formerly of WSAZ Huntington, late of the Marine Corps, program staff; Lee Allen, sportscaster; Harold Arthur, formerly of WPAY Portsmouth, Ohio, news editor.

Associated with Mr. Evans, formerly of the West Virginia Network, is W. J. Newton, Norfolk, Va., businessman, secretary-treasurer.

UOPWA Negotiates

UNITED Office and Professional Workers of America (CIO) Radio Guild last week started negotiations with CBS for the network's white collar workers.

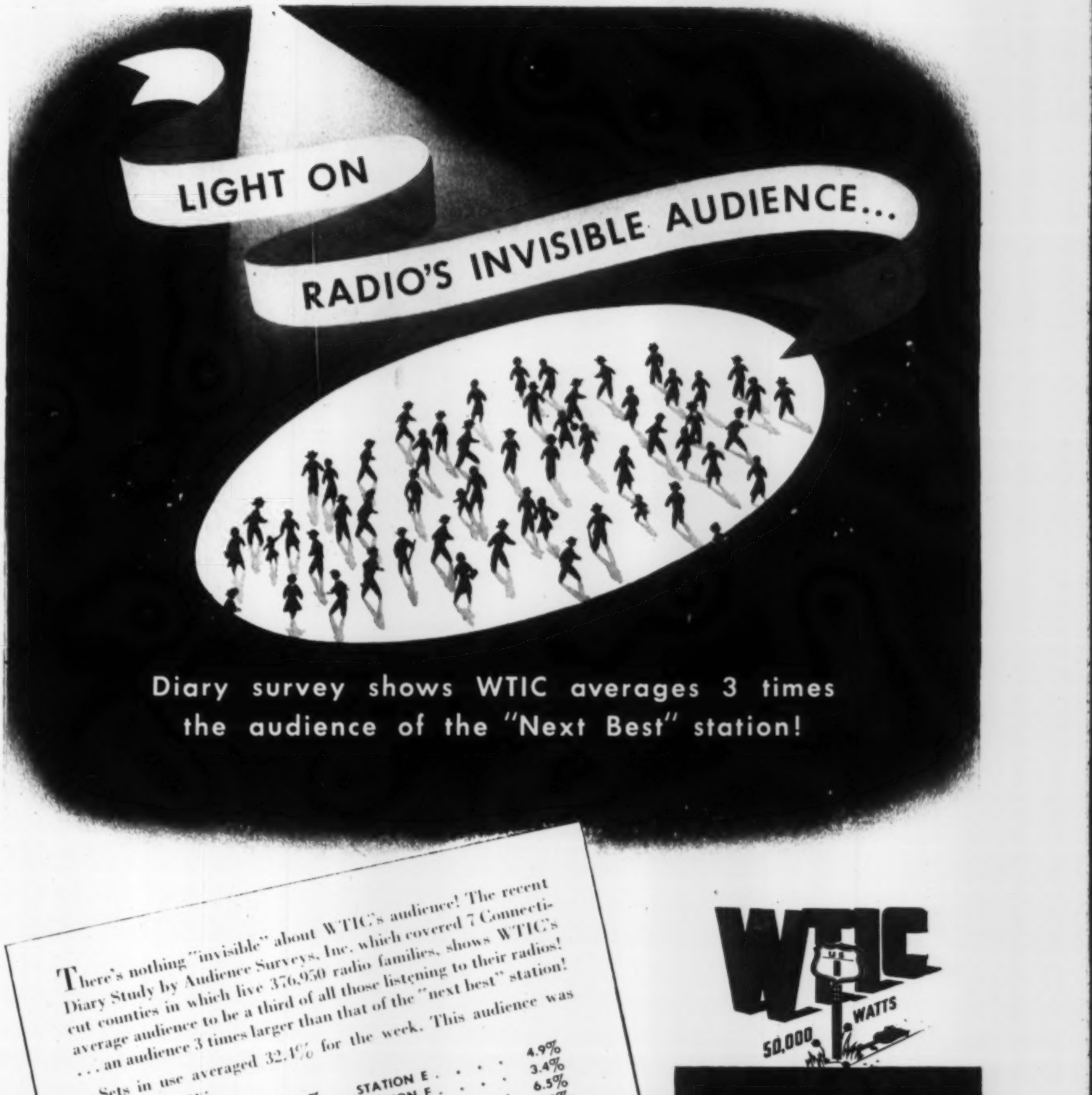
The union asks a 35% increase in salaries, a union shop, a five day, 35 hour week, time and a half for overtime after the regular daily shift and double time for the seventh day.

RDG Yearbook

THE Radio Directors Guild plans to publish an RDG Annual Yearbook for distribution as a souvenir at the RDG Ball in New York on Nov. 25 and also to radio and advertising executives in New York, Chicago and Hollywood. The Yearbook plans to list all network programs, their directors and producers, their advertising agencies and the leading members of the casts.

"in Louisville IT'S WINN OR YOU LOSE"

BASIC STATION
AMERICAN BROADCASTING COMPANY
HARRY McTIGUE



Diary survey shows WTIC averages 3 times the audience of the "Next Best" station!

There's nothing "invisible" about WTIC's audience! The recent Diary Study by Audience Surveys, Inc. which covered 7 Connecticut counties in which live 376,950 radio families, shows WTIC's average audience to be a third of all those listening to their radios! . . . an audience 3 times larger than that of the "next best" station!

Sets in use averaged 32.1% for the week. This audience was shared this way:

STATION WTIC	32.7%	**STATION E**	4.9%
STATION A	9.3%	**STATION F**	3.4%
STATION B	9.6%	**STATION G**	6.5%
STATION C	12.0%	**STATION H**	2.8%
STATION D	7.1%	**ALL OTHER**	13.3%

These figures show how stations shared listeners during both day and night for the week as a whole. During specific periods WTIC's dominance in prosperous SOUTHERN NEW ENGLAND, becomes even more marked. At times its audience is greater than that of all other stations combined!

The complete survey upon which this data is based is now available. A call to your Weed and Company representative will bring it to your desk.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY
New York, Boston, Chicago, Detroit,
Atlanta, San Francisco and Hollywood

OPA Allows Increase Of 14% on Radio Tubes

AS A RESULT of an OPA survey of the radio tube industry, OPA last Thursday authorized price increases of 14% over current prices for radio receiver tubes. The action brings the total increase on tubes sold to resellers to 36.8% over base date prices and the total increase on other sales to 45.4%. Last increase, May 2, this year, amended to 20% over base date prices on sales including sales to radio manufacturers.

The action also authorizes an 18% increase over base date sales prices on tube parts, the first increase authorized for tube parts. Tubes affected by Thursday's action include radio receiver tubes, tubes for hearing aid appliances, audio amplifications, public address systems and inter-communication circuits.

May Be Subpenaed

JAMES CAESAR PETRILLO, AFM president, may be subpenaed by House Campaign Expenditures Committee. On advice of counsel, Joseph Padway, music czar refused to answer questionnaire (one of 300 sent by committee). Chairman J. Percy Priest (D-Tenn.) said if Mr. Petrillo wouldn't cooperate, committee would issue subpenas. Three other AFL unions face subpena on same account.

WISN
MILWAUKEE
Dominant
SELLING
POWER
in the Nation's
12th Market
5000 WATTS
A
CBS
STATION
G. W. Grignon
General Manager
— The KATZ AGENCY, Inc.
National Representatives

COMMERCIAL

JAMES L. STIRTON, assistant to the vice president in charge of ABC's Central Division, Chicago, has been appointed coordinator of sales for ABC's television activities in Chicago. Program manager of the ABC Central Division from 1942 until June 1944, when he entered the Marines, Mr. Stirton returned to ABC in December 1945 as assistant to the Central Division vice president in which capacity he also will continue.

WNAR Norristown, Pa., has appointed Forjoe & Co. as national representative. A Rahall Station, WNAR operates on 1110 kc with 500 w.

JOE RABER, commercial manager of WMBD Peoria, Ill., has resigned for reasons of health and is going to the West Coast for several months of rest, after which he expects to reenter broadcasting business.

EDWIN T. JAMESON has joined the sales staff of the New York office of WLW Cincinnati. Army veteran, Mr. Jameson formerly had been on the sales staffs of WABC and WNEW New York.

KENNETH N. STRONG, merchandising assistant at WCOP Boston for a year, has been promoted to sales representative.

DEAN UPSON, wartime commercial manager of WSM Nashville, Tenn., last week left the station to assume new duties as commercial manager of KWKH Shreveport, La. In radio for 25 years, Mr. Upson joined WSM in 1931, later going with NBC. He subsequently rejoined station to replace Commercial Manager **WINSTON S. (Red) DUSTIN**, who went on leave to serve in Army. Mr. Upson stated he expects to continue his transcription company in Nashville.

Radio Important Peace Factor, Cohen Asserts

UNITED NATIONS welcomes "the opportunity to collaborate with American radio in mankind's most important aim—an enduring peace for all people everywhere," Benjamin Cohen, Assistant Secretary-General of the UN, said last week in a telegram replying to greetings from Robert W. Swezey, MBS vice president and general manager who is president of the New York Radio Executives' Club.

"If radio devotes itself to the fight for lasting peace as it did for victory during the war there can be no question that a momentous contribution will be made toward the creation of a world united against war," Mr. Cohen added. Wishing success to the first meeting of the UN General Assembly in the U. S., Mr. Swezey pointed out how much the American broadcasting industry meant to the promotion of better understanding between the peoples of the world and that the industry would continue to maintain these high principles during the postwar period.

Three Join CBS

THREE Mexican stations have affiliated with CBS Network of the Americas bringing total number of stations to 123. Stations are XEGW Acambaro, XEON Tuxtla Gutierrez and XEVV Villahermosa.

INTERCOLLEGIATE Broadcasting System has appointed Avery-Knodel, New York, as national advertising representative. Firm will handle both spot sales and network programs for the college network and its 23 member stations.

JOHN JACKSON, formerly of the commercial staff of CJOB Winnipeg, has joined the sales staff of CKMO Vancouver, B. C.

AL LEARY, former part owner and managing director of CHUM Toronto, has opened new offices at 101 Post St., San Francisco, and will represent Canadian stations and publications in California, Oregon and Washington states.

FRANK E. KOEHLER, sales manager of WROV Roanoke, Va., is the father of a boy, William Farthing.

HAL COOKE, formerly manager of CHEX Peterborough, Ont., has joined the commercial department of CKEY Toronto.

WKBR Manchester, N. H., has appointed The Walker Co. as national representative effective immediately. Station is MBS-Yankee affiliate on 1240 kc with 250 w, fulltime.

J. J. FLAMIGAN, commercial manager of WIBC Indianapolis for over five years, has resigned. **ROBERT L. LAMB** joins station's sales staff to succeed **JACK V. PORTER**, now with Chicago office of William G. Rambeau Co. Mr. Lamb, following radio public relations work in the Army, had been agency manager for Turner's of Indiana, farm implements distributor.

GEORGE JACKSON, former manager of WBOW Terre Haute, Ind., has been named commercial manager of KSTT Davenport, Iowa. He succeeds **JACOB EVANS**, now with the promotion department of NBC New York.

THE CLARK-WANDLESS Co., New York, has been appointed as advertising sales representative in the U. S. for the following stations: "Emisora Nueva Granada," stations HJCB and HJCD Bogota, Colombia; "Radio Cenit," stations HC2AN and HC2DC Guayaquil, Ecuador; "Radio Mundial," stations OAX4F and OAX4H Lima, Peru.

ZIA NETWORK, new regional group in New Mexico-West Texas area, has appointed Homer Griffith Co. as national representative. Group is composed of five stations with headquarters at KOAT Albuquerque. Others are KFUN Las Vegas, KGAK Gallup and projected stations in Santa Fe and El Paso [BROADCASTING, Sept. 30].

HELEN MENIUS, formerly with WFNC Fayetteville, N. C., has joined WCCP Savannah, Ga., as traffic manager.

FRED KEMP, commercial manager of ZBM Hamilton, Bermuda, is in Canada to contact advertisers and agencies at Toronto and Montreal.

JOHN G. CAMPBELL has been promoted to sales manager, KSFO San Francisco, and KSFO recording department.

TEN NEWLIN has joined the sales staff of WWSW Pittsburgh.

Building Completed

NEW transmitter house has been completed at WGAT Utica, N. Y., ABC outlet soon to go on the air. The house, which has accommodations for personnel, is situated on a 10-acre plot at Marcy, N. Y. Gates Radio Co. equipment is used with a 220-foot Lingo tower. J. Eric Williams, general manager, announced that Robert Blair has been named chief engineer, and John Melville, publicity director. Howard H. Wilson is national representative.

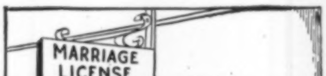
WSM Opposes Use Of 650 kc in Va.

WSM NASHVILLE and the grantee firm for a new 1-kw daytime station at Crewe, Va., were engaged in an argument-by-petition last week over the effect of the Crewe grant on a possible future bid by WSM for power above 50 kw.

WSM, requesting reconsideration by FCC of its grant to Southern Virginia Broadcasting Co. for daytime operation on WSM's Class I-A assignment—650 kc—charged that the operation of the Crewe station will cause "serious objectionable interference to WSM within its normally protected 100 mv/m contour," and that it would jeopardize a WSM bid for higher power if higher power is permitted. The Crewe outlet, WSM added, "will likewise suffer interference . . . at times as high as its 35.6 mv/m contour." Engineering exhibits from the contesting petitioners' respective engineers, contradicted each other as to the amount of interference, if any.

The Crewe permittee replied that argument for higher power is "specious." WSM, the petition continued, "seeks refuge in one of the many issues of the clear channel proceeding designed purely to elicit information and data from the testimony of the various technical witnesses" appearing at the hearing.

The Crewe group argued that WSM's "entire argument buttresses merely a declared intention to file an application for 750-kw if the Commission decides in favor of that power on 650 kc. Petitioner has no vested interest *in perpetuum* on this frequency . . . and southern Virginia, with equal logic might petition the Commission to reduce the present operating power of WSM or remove it to another frequency, supporting its petition by a declared intention of applying for 750 kw unlimited time at Crewe . . .when and if such power is available on 650 kc."



"Be sure to listen to 'Bride and Groom' today on WFDF Flint."

Time Buyers!

"Spot's" A SUPREME JUDGE OF PROGRAMS

• Hear ye! Hear ye! "Spot" wishes to pass on to you the merits of the exhibits listed below. Programs you'll marvel at. Programs—modern, fresh, entertaining. Programs that keep 'em listening.

And since they're broadcast over Spot's 11 great stations in 11 great markets—your client's story is heard by a greater, richer audience. To wit: *57% of our American families with 34.2% more money to spend than the U. S. average.*

Want substantial evidence? Grab that 'phone. "Spot" will be glad to tell you about advertiser after advertiser who has upped sales fast with NBC-created programs.

WEAF*..............................New York
"News at Noon, with Rad Hall"—For several years this news period has commanded a loyal audience as reflected in outstanding sales results for its numerous sponsors. *12 noon to 12:15 pm, Monday thru Friday.*

WBZ....................................Boston
"Music Shop"—Ray Dorey, proprietor, and his rug-cutters offer Back Bay hep cats music on the solid side. *1:15-1:30, Monday thru Friday.*

WGY..............................Schenectady
"Breakfast With The Brooks"—Irma and David Brooks, seasoned radio artists, carry on sprightly repartee to entertain and SELL A.M. listeners. *9:30-10:00, Monday thru Saturday.*

KYW...............................Philadelphia
"KYW Hunting and Fishing Club," with Joe O'Byrne—presented at an ideal time to contact sportsmen as they listen to football, baseball and golf results. Precedes "KYW's Football Roundup." *6:30-6:45 pm, Saturdays.*

WRC................................Washington
"Nancy Osgood"—this sparkling personality makes the WRC Home Forum more than just the usual woman's participation show. It's informative, entertaining and SALES-PRODUCING. *9:30-10:00 am and 12:45-1:00 pm, Monday thru Friday.*

KDKA................................Pittsburgh
"Main Street Editor"—One of the most potent news commentaries in the Tri-State area. Popular with advertisers as well as listeners. *6:45-7:00 pm, Saturday.*

WTAM................................Cleveland
"The Modern Farmer"—a program of genuine service and real interest to the important farm audience. At the same time it can do a thorough job for advertisers. *6:00-6:30 am, Monday thru Saturday.*

WOWO............................Fort Wayne
"The Dude Ranch," run by the Black Hawk Valley Boys, presents good western ballads, popular and rural music, and comedy. On WOWO over seven years. *3:00-3:15 pm, Monday thru Friday.*

WMAQ.................................Chicago
"Final Sports Edition"—with this program you can reach Chicago's ardent sports fans. Conducted by vibrant-voiced Don Elder, one of the country's ace sports announcers. *11:15-11:30 pm, Monday thru Sunday.*

KOA....................................Denver
"Harkness of Washington"—this noted commentator delivers a ready-made audience to advertisers following the popular Denver Post News. *11:15-11:30 pm, Tuesday thru Friday; 11:30-11:45 pm, Mondays.*

KPO..............................San Francisco
"News of the World"—Morgan Beatty as commentator, plus on-the-scene reports from NBC's seasoned news experts around the world, attracts a wide and faithful audience. *4:15-4:30 pm, Tuesday and Thursday.*

*Effective November 2, 1946, becomes **WNBC**

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Main 6211 . . . Boston, Hancock 4239

NO. 2 OF A SERIES

I'm Tommy's Mother

Tommy Johnson's mother is no ordinary housewife. For one thing, she's Tommy's mother. But besides that, she likes variety in her day-time radio programs. (Can you imagine anybody like that!) She has her favorite "story" shows on WTCN, but she likes WTCN particularly because she gets variety.

She doesn't want to listen to somebody else's troubles all day long!

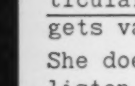
And we don't want to listen to your troubles, either. We want to do something about 'em.

WTCN MINNEAPOLIS
WTCN ST. PAUL

The DOUBLE-DUTY STATION

Serving two-thirds of the state's buying power rural—urban

ABC . . . plus high-listener locals



FREE and PETERS
National Representatives

News

PAUL CAPRON has been appointed director of news at WCAU Philadelphia, succeeding **J. T. CONNOLLY** who becomes program director. Mr. Capron formerly had been with the Philadelphia Record. **BILL CAMPBELL** has been named sports editor of the station. **CHARLES C. SHAW**, CBS foreign correspondent, joins WCAU as commentator-analyst. He was news editor of KTSA San Antonio before going to London in 1943.

BARNEY MILLER, member of the news bureau staff of KNX Hollywood, has been named night manager of the bureau. He succeeds **HENRY KONYSKY** who now is with Smith, Bull & McCreery as copy and promotion writer. **MILTON TRANSCHEL**, former newspaper and UP man, joins news bureau staff as Mr. Miller's replacement.

HARRY W. FLANNERY, CBS news analyst, Oct. 28 is to address members of a history group at California Tech Pasadena, on "Eyes Front in a Cockeyed World"

FULTON LEWIS jr., MBS commentator, now has a flower named after him. Dedication of the flower, a new bronze-gold variety of Mum, was made while Mr. Lewis was stopping at WLEU Erie Pa. Flower was raised by D. S. Paschke, who has a Mum farm in North East, Pa.

HARRY WISMER, ABC sports director, has been elected to the board of directors of the newly formed Athletic Institute Inc., Chicago. In this capacity he will represent the network on radio coverage planned by the institute.

NICK GEARHART, formerly with WOAI San Antonio, has joined KTBS Shreveport, La., as news editor. He also will handle sports programs sponsored by American Brewing Co., New Orleans.

PETER ROBECK, CBS Western Division farm news editor, is in St. Johns Hospital, Santa Monica, Calif., following operation for injury sustained during war.

KNOX MANNING, CBS Hollywood newscaster, will do narration on the Warner Bros. short film, "The Race Rider."

DALE MORGAN, special events director of WOL Washington, is the father of a girl.

E. S. FROST, out of the Canadian Army, has joined CKOV Kelowna, B. C., as news editor.

GEORGE CROWELL, formerly of WCOP Boston, has joined KROW Oakland, Calif., news staff. He replaces **JACK CRAWFORD** who resigned to become secretary-manager of San Francisco Junior Chamber of Commerce.

ARRIVING home after World Series, Dixie Walker (l) of Brooklyn Dodgers fame is interviewed over WTNB Birmingham, Ala., by Ben Chapman, sports director of new station, which is now a month old. Evelyn S. Hicks, vice president and general manager of outlet, participates in discussion.

GEORGE E. REEDY Sr., former UP correspondent and member of the Washington staff of the Philadelphia Inquirer, has taken over the 7:30 a.m. news spot on WOL Washington.

DALE DANFORD, Navy veteran, has joined the news and special events department of KOA Denver. He succeeds **AL TOPEL**, resigned.

GORDON GRAHAM, who became director of public events for WIBC Indianapolis last July, has been given added duties as supervisor of station's news broadcasting activities.

W2XJT to Give 3-Month Course in Television

THREE-MONTH course in practical television production will be given in the studio of experimental television station W2XJT at 148-18 Jamaica Ave., Jamaica, L. I., beginning Nov. 5, it was announced last week by William B. Still, owner and operator of the station.

Registration will be limited to 25 students in order to give each the maximum opportunity for practical studio training. The students will work with standard, full-definition, "live" television equipment at every session with the final month devoted to the preparation and production of an original television show.

Miriam Tulin is director of the training program and guest lectures will be given by leaders in the industry. The course will be given on Tuesday and Thursday evenings, 7:30-10:30 p.m. from Nov. 5 through Jan. 30 for a tuition fee of $100 which includes 24 sessions, field trips and a total of 80 hours of training with live equipment.

Catholic Digest Names

LYNN BURNS, formerly in the continuity department of **WKY Oklahoma City**, has been named radio script writer for the Catholic Digest. Aleda Randol, previously with WGL Fort Wayne, Ind., has joined the publication's radio promotion department and Jack McLean, also formerly with WGL, has been named radio director and producer.

WAYX to Move

WAYX Waycross, Ga., now in its tenth year of broadcasting, has purchased land for a new station building which will house studios, offices, transmitter and control room for the station. A new antenna system will also be installed. Provisions have also been made for expansion in facilities in the future. Station is on 250-w fulltime operation, and is a Mutual affiliate. Jack Williams is owner.

WOW Video Training

TELEVISION training plan has been announced by WOW Omaha and Creighton U. WOW equipment including two Image Orthicon cameras and six receivers will be installed at Creighton's auditorium, where programs will be produced by WOW staff members and Creighton students.

Knoxville Mayor Competes To Buy 50% Of Gateway's Maryville, Tenn., Permit

FIRM headed by Cas Walker, mayor of Knoxville, last week submitted to FCC a competing application for the purchase of half interest in Gateway Broadcasting Co., permittee for a new Maryville, Tenn., station assigned 1400 kc with 250 w fulltime.

The application, which FCC authorities said was submitted on the last day for rival bids under the Avco rule, competes with that of George R. Dempster, president of Dempster Bros. Inc., construction equipment manufacturers, and former Knoxville city manager, for George Burne Smith's 50% interest. Both offer $2,500.

Mayor Walker, president and treasurer of the contesting applicant—Public Service Broadcasting Corp.—owns 320 shares of the 400 shares of authorized common stock, while Max Friedman, a Knoxville radio announcer, has the additional 80 shares of stock but is not an officer of the firm. Norman B. Morrell, Knoxville lawyer, is secretary.

The application for transfer to Mr. Dempster was filed last spring, with Mr. Smith's withdrawal attributed to ill health [BROADCASTING, April 15]. Later Mr. Smith petitioned FCC to disregard that application, claiming that his partner, V. H. McLean, "exercised the superior forces of coercion . . . to get full control" of the station [BROADCASTING, Sept. 16]. FCC sources indicated that the Commission had not acted on the petition because Mr Smith failed to serve a copy on Mr. Dempster's attorney, Harold Mott, of the Washington firm of Welch & Mott.

Mr. Smith, a former engineer at WNOX Knoxville, said he delegated power of attorney to Charles H. Davis of Knoxville and later was informed that his interests had been sold to Mr. Dempster. He further charged that Mr. Davis "conspired with other parties, whether intentionally or not, and has thus adversely affected" his interests.

Mr. Davis was listed in the competing application as one of the incorporators of Public Service Broadcasting Corp.

NBC Auditions

NBC last week announced several changes in its audition system. A permanent library of audition recordings, available at all times to NBC directors, has been set up as a casting aid. All directors will be assigned special periods to hear auditions. James Haupt, a program director, has been named to interview applicants for music auditions, and Edward King, a dramatic director, will interview actors and announcers.

Miller

(*Continued from page 14*)

as meetings of several State associations, radio institutes, councils and conferences, and twenty-six meetings of NAB committees.

Let me take this opportunity, publicly, to express my thanks for the work of these committeemen, and of your Board of Directors, with which I have met, already, in six board meetings. You have placed in the hands of these men large power to determine policies and to direct the administration of the association. Needless to say, in an organization of this character, with so many members representing such diverse interests, it is necessary that its representatives shall be vested with authority to act, and that their judgments shall be respected as the judgments of the industry. The more smoothly an organization operates, the easier the operation may seem to one who is not close enough to be aware of how it is done. The smoothness of any performance—whether it be a well-acted play or a well-operated association — depends upon the ability and the skill of the actors.

I am happy to report to you that I have found your Board of Directors an exceptionally able, interested and qualified group. They represent the industry in a manner of which it can well be proud.

As the year of my initiation went by, I discovered, quite unexpectedly, that being your president involved, also, membership in or upon the boards of several other organizations closely or collaterally related to NAB.

Your friends and neighbors have told me of the good work which you are doing; of the important role which you are playing in community life. Government officials have thanked me, as your representative, for the splendid work which you have done, in war and in peace. I have met your critics, your competitors, your regulators. I have met broadcasters, bubbling with optimism and enthusiasm—light-hearted and apparently unconscious of clouds upon the horizon. I have met others who told me, mournfully, like the refrain of the hillbilly song, that we are: "Headin' down the wrong highway." I can testify that you are as true a cross-section of the American people as can be found in any profession or industry or occupation. I am proud to be one of you.

PLANS for expanded audience studies and statistical services were considered by Research Committee members (seated, l to r): Earl Winger, WDOD Chattanooga; Roger Clipp, WFIL Philadelphia; Charles E. Couche, KALE Portland; J. C. Tully, chairman, WJAC Johnstown, Pa.; Kenneth H. Baker, NAB director of research; Martin Campbell, WFAA Dallas. Standing, Oscar Katz, CBS; Hugh Beville, NBC; John Churchill, BMB; Dale Taylor, WENY Elmira; Elmo Wilson, CBS; Edward Evans, ABC; Dietrich Dirks, KTRI Sioux City; Ed Hayek, KATE Albert Lea; Frank Stanton, CBS, New York.

New Facilities

On the other hand, I have had occasion to be glad that I come of a long line of hardy American pioneers. Some phases of my new assignment have been pretty primitive. Frankly, it was something of a shock to go from the quiet, air-conditioned, conveniently-arranged chambers of a Federal judge to the hot, stuffy, noisy, little bedroom of an old row house in Washington, which constitutes the office of your president. The new building which we have acquired will give us adequate room and facilities for service to which the members of a great natonal association are entitled.

You will find in the annual report, detailed information about the organizational structure of NAB. You have already begun to receive the benefits of reorganization and the advantages which come from a full staff, properly organized. Needless to say, you could have better service with a larger staff; but it takes time to work out such reorganization and a certain amount of patience is necessary in doing so.

Some people have suggested that I desire to create a personal feud with the members of the FCC. Nothing could be farther from the truth. Several members are my old personal friends. For all the members I have great respect. No one understands better than I the difficulty of their positions, individually, or the arduousness of their tasks. I take this opportunity, publicly, to proclaim the high importance of their duties, the chaos which would result if they did not vigorously perform them, and the large measure of success which has attended their efforts.

I go farther and say that it is not only their privilege, but their duty to assert and to exercise their full power; to interpret the law as they sincerely believe it should be interpreted; to present, clearly, any issues which may arise, and to defend their position, vigorously, in court whenever an occasion makes it possible and proper to do so.

It has been said that this convention would be made the scene of a bitter feud over the Blue Book, issued last March by the FCC. Nothing could be farther from the truth. I have talked to you about the Blue Book at each of the district meetings. My purpose in talking about it was to prevent a default judgment being entered against you. If it had been possible to present the issues in a case pending on appeal from a decision of the Commission, I would have preferred to do so. No such opportunity being available, I have used the other alternative. I hope

(*Continued on page 65*)

AVAILABLE FOR NATIONAL SPONSORSHIP

"AROUND THE TOWN"

7:15 P. M.
Every Mon., Wed. and Fri.

WITH BILL FRANK

PREFERRED LISTENING

that's why people STAY tuned to

WILM

1450 ON YOUR DIAL

THE VOICE OF MUTUAL IN WILMINGTON, DELAWARE

An All-Time Favorite

YOU ARE MY SUNSHINE

Published by
PEER INTERNATIONAL CORP.

* * *

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

ALLIED ARTS

ROBERT S. TAPLINGER will establish his own offices for industrial and public relations in key cities in this country and in London. Mr. Taplinger is now with Paramount Pictures in a production capacity and will remain with the studio for a month to complete preliminary preparation of the movie "World Cruise." New firm will represent both motion picture and radio accounts. Mr. Taplinger at one time headed his own public relations offices but sold his business to join Warner Bros. as director of publicity. Prior to that, he was with CBS for seven years in charge of publicity and special events broadcasts.

STROMBERG-CARLSON, Toronto, has been appointed Canadian distributor for electronic equipment manufactured by Sylvania Electric Products. Electronic tubes, industrial and electronic devices for communication applications, and laboratory devices are among types of Sylvania products which Stromberg-Carlson will distribute.

GORDON M. DAY Advertising Service, Boston, has opened an office in New York at 145 E. 53rd St. Telephone: Plaza 3-3460. Firm's services include advertising music for musical commercials, scripts and complete shows.

BRUSH DEVELOPMENT Corp., Cleveland, has started large scale consumer promotion campaign for new electronic recorder-reproducer, the Mail-A-Voice. Instrument makes magnetic recordings on foldable paper blanks that can be mailed.

A. J. LINDHOLM, former West Coast division manager, has been named general sales manager of Majestic Radio and Television Corp. He also serves in this capacity for Majestic Records.

HORACE SCHWERIN, president of Schwerin Research Corp., radio audience study firm, has been elected president of Research Analysts Inc., New York, market research organization.

WAYNE F. HUTCHINSON, former operations manager in charge of production, continuity and announcers, WHN New York, has joined publicity staff of American Cancer Society, New York.

JAMES H. OWENS, who is in charge of amateur and special purpose tube sales activities for the RCA Tube Dept., was guest speaker at the ninth annual Boston "Hamfest" Oct. 19. Mr. Owens spoke about new uses of electron tubes. The Eastern Massachusetts Amateur Radio Assn. and the South Shore Amateur Radio Club sponsored the Boston meeting for amateur operators.

DON CLARK, former head of news at KFDA Amarillo, Tex., has joined staff of U. of Oklahoma as assistant professor of radio. He onetime was radio and speech instructor at Emporia State College, Emporia, Kan. In new post he will teach radio classes and do productions in the university's Radio Workshop, broadcasting on WNAD Norman, state-owned station.

ED MEAGHER, former city editor of Tacoma (Wash.) Times, has joined Bernie Milligan, Hollywood publicity organization.

RADIO'S RELIABLE RESOURCES, Philadelphia, industry employment agency, has moved to new enlarged quarters at 312-313 Hardt Bldg., 1649 North Broad St.

Marine Radar

NEW merchant marine radar equipment, tested aboard a Great Lakes streamer of the Pittsburgh Steamship Co., has proved capable of detecting small objects at ranges as short as 80 yards. Manufactured by Radiomarine Corp. of America, the new model CR-101 radar uses one of the highest frequency bands, 3.2 centimeters, and produces a picture of vessels at distances up to 25 miles, RCA said.

2 4 YEARS OF SERVICE

24 YEARS OF EDUCATIONAL BROADCASTING

Co-Operation with Local School Systems

. . . For the past 24 years WGY has offered school systems in the area a wide variety of educational programs.

Area high school and secondary school children are now in the sixth year of programs written, produced and presented by them on Tuesdays and Thursdays at 1:15 p. m.

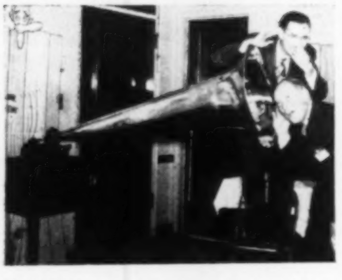
Out of this co-operation has grown the Northeastern Radio Council, one of the first groups of educators to study broadcasting and plan school programs in direct co-operation with a radio station.

Represented Nationally by NBC Spot Sales

NBC—Affiliate

50,000 WATTS WGY SCHENECTADY, N.Y.

GENERAL ELECTRIC



MUSIC was pretty sad in those days, pantomimes Milt Blink (on chair), vice president and general manager of Standard Radio, Chicago, while Gus Hagenah, of Standard Radio, Chicago, strains an ear to catch the notes from the Columbia graphophone (circa 1900) displayed at the transcription company's suite during the Convention.

3,242 VIDEO SETS MADE IN SEPTEMBER

A TREMENDOUS increase in the production of television receivers —3,242 units for September as against 225 total for the previous eight months of 1946—was reported last Thursday by the Radio Manufacturers Assn.

Almost all of the television receivers produced last month were video-radio-phonograph combinations, of the direct-viewing type.

The output of radio-phonograph combination consoles for September 1946 exceeded the all-time peak of September 1941, RMA also announced. The association said that consoles without phonographs are declining because of consumer demand for combination radio-phonograph sets.

Although overall September radio set production, as reported by RMA members, was 1,323,291 compared with 1,442,757 in August, the RMA said that the decrease was largely attributed to the fact that there were two less working days in Sepember. Proportional and numerical increases in FM-AM receivers and radio-phonograph combination sets were achieved last month, according to RMA. FM-equipped radio sets totaled 17,541 as compared with 13,892 in August. The production of consoles and console radio-phonograph combinations rose from 101,744 in August to 118,500 for September.

Record Time Sale

RECORD time sale for new station is claimed by KFMJ Tulsa, which begins operation about Nov. 3, according to the general manager, Lawson Taylor. Station, to operate on 1050 kc with 1 kw daytime, has sold all of its newscasts to Vandevers, Tulsa's oldest department store. Schedule, using UP 24-hour service, covers 12 five-minute newscasts daily on the hour. It starts Nov. 5 and, according to Mr. Taylor, is third largest news schedule ever signed.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARY

TRANSCRIPTION SALES, Springfield, Ohio, has opened two district sales offices. **EDWARD B. HOCHHAUSER Jr.** is in charge of branch opened at 130 E. 56th St., New York, Plaza 9-1446. Second office is located at 6381 Hollywood Blvd., Hollywood, with **ROGER B. READ** in charge. Additional offices are being opened in Atlanta with **ROBERT HORST** as representative; Dallas **WILLIAM MERTZ**, and Chicago, **HARRY LIPPINCOTT**. Firm offers open-end transcribed shows for national, regional and local sponsorship.

REMY FARKAS, WQXR New York foreign record expert, has returned from a month's buying trip through Western Europe and announced the addition of 600 items to his collection of 12,000 records. These new records will be played on his "Record Rarities" program, Tues.-Thurs. 7:30-8 p.m. Mr. Farkas also bought 100,000 records for the Liberty Music Shops, sponsor of his WQXR program, where he is manager of the foreign department.

NATALIE TOWLE and **JACK RIDGE**, both record m.c.s of WWDC Washington, have announced their engagement. Mr. Ridge conducts all-night "Yawn Patrol."

BRUCE ALTMAN has been appointed director of newly created sales promotion department of Black & White Records Inc., Hollywood. In that capacity he'll handle all sales promotion, advertising and publicity of the firm.

RUSSELL HUDSON, head of network sales service, ABC, Hollywood, in addition has been appointed Western Division recording manager.

NICK KENNY, New York Mirror columnist, is being offered by General Artists Corp. as a disc jockey in a half-hour show.

CATHOLIC DIGEST has prepared for national release a series of transcribed programs featuring Franklyn MacCormack, narrator, with musical moods by Elwyn Owen.

IRA COOK, disc m.c. of KFAC Los Angeles, in November is to marry **VIRGINIA JACKSON** of Murgaret Ettinger & Co., Hollywood publicity service.

ABC Election News

TO GIVE full coverage to the Congressional and gubernatorial elections, ABC on Nov. 5 will cancel regular shows after 8:15 p.m. It will remove the seats from New York studio 6B and move in teletypes, telephones, and desks. Election results will be broadcast at intervals beginning at 3 p.m., and after 8:15 p.m. the network will devote full broadcast time to the returns. Thomas Velotta, ABC director of news and special events and John Madigan, ABC director of national news, will be in charge. At 8:30 p.m. a special dramatic program written by Vince Dempsey will present biographies of likely nominees for 1948. On Nov. 4, 9:30-10 p.m., ABC will broadcast *Election Prologues*, with Elmer Davis interviewing ABC reporters all over the country.

Albers to Desist

FEDERAL TRADE COMMISSION announced last week Albers Milling Co., Portland, Ore. (Friskies dog food), has agreed to stop advertising that Friskies contains meat, will cure certain diseases or has won contest in competition with other dog foods. Albers uses radio.

Miller

(Continued from page 63)

the issue has been clearly made. When the opportunity comes to make it formally, in a judicial proceeding I shall urge that it be done. Otherwise, it is not necessary—so far as I am concerned—that there be further discussion of the Blue Book *per se*.

Moreover, I am happy to say that there is a growing disposition for friendly cooperation between your Association and the Commission. You will be interested to know that, at the request of the Commission, NAB printed several thousand copies of the Blue Book. You will be amused to know that in a debate upon the subject of broadcasting in the British Parliament, the assumption was made that—because we printed the report—we agreed with it.

A number of other instances of cooperation could be listed. Recently, Mr. Denny, Chairman of the Commission, kindly sat in conference with me and with Assistant Attorney General Wendell Berge to discuss the extent to which the industry can safely go in the adoption of standards of practice and in devising methods of securing obesrvance of them. We shall have more conferences of this kind as our plans go forward.

Outside Instigation

Much of the heat which has been engendered during recent months has come from non-professional comments about professional statements. Mr. Denny is a lawyer and understands that it is possible and proper to state issues and to take positions thereon — diametrically opposed to each other — without emotion, without heat and without any desire for personal feuds.

Personally, I do not believe that continual controversy on such a level is necessary. Personally, I prefer to settle disputes by discussion, negotiation, mediation, arbitration and adjudication. But I recognize that there are psychological factors of publicity and prestige involved in the method of controversy. If the time for controversy comes, the world may as well know that I enjoy it just as much as any other lawyer. If any one has gotten the notion that the broadcasting industry is going to be "pushed around" during my administration, he has been very badly misinformed. On the level of lawyer's discussion or otherwise, I do not propose that we shall be intimidated, coerced, or otherwise put to an unfair disadvantage.

With that background, let me say that there are long-time issues involved in the Commission's report which it will be necessary for us to work upon and with regard to which we must feel free to speak, as the months and years go by.

One of the long-continuing problems of radio broadcasting is that of Government relations. Specifically, we must be concerned with the actions of Congress, the Dept. of Justice, the Federal Trade Commission, the FCC and the Federal courts. As time goes by, we will, probably, be increasingly concerned with the actions of State legislatures, State courts, State taxing and enforcement agencies. To some, these relationships are very distasteful. They would like to put them behind them as quickly as possible and forget them.

WINNER of BROADCASTING's silver trophy in the 11th NAB golf tournament, at Acacia Country Club, Oct. 20, was Sil Aston, manager of Howard Wilson Co., Chicago station representatives. Mr. Aston scored a low net of 61. (Story and other pictures on pages 32, 33.)

Unfortunately, that is impossible. Only under a beneficent dictatorship would it be possible. And, as such dictatorships rarely continue to be beneficent for long, even that solution would soon lose its sweetness. Whether we like it or not, we have come into an era of history in which the individual citizen and his representative associations must be constantly on the alert to require from Government careful and proper performance of the duties assigned to it, and equally careful respect for the rights of the people which it serves.

In Public Eye

A man who holds Government office should expect careful scrutiny of his acts.

On the other hand, one who assumes to perform professional or industrial services which come within the scope of governmental regulation should expect the same careful scrutiny and the same frequent reminders.

It is just as much your privilege to criticize the Communications Commission as it is to criticize the President of the United States, or the OPA, or Congress. And it is just as much your duty to exercise good judgment and discretion in the one case as the other. The fact that the Commission holds the power of life or death over your license makes no difference.

The Commissioners would be the last to let prejudice creep into their minds because of such an assertion of your rights.

We must give constant attention to the possibility of Congressional legislation with respect to broadcasting. It may be well to consider the advisability of taking a position on proposed labor legislation. We should observe the swing of the pendulum in such legislation and decide whether we should have a part in it.

Labor's Advance

Many years ago the law discriminated harshly against organized labor. During the intervening years, friends and sponsors of labor succeeded in removing discrimination and, indeed, created a situation in which labor was put above the law, in several respects.

Now, we see the beginning of a trend in the other direction. The Lea Act is an example. It has been suggested that further legislation is necessary; to ban outlaw strikes, to prevent the use of strikes in jurisdictional disputes, to require cooling off periods, to require observance of union contracts, to require compulsory settlements of disputes by impartial arbitration boards, not under Government control.

We are faced constantly with the question whether we should look to Congress for clarification of the Communications Act. A good example of the need is found in the practice used by the Commission of deciding cases in favor of applicants or licensees, while at the same time writing into their opinions legal philosophies and interpretations which are widely at variance from the Congressional intent and in conflict with the Constitution.

For example, in the *Mayflower* case, the requested renewal of license was granted, but it was granted only after a series of preliminary negotiations between the parties—the Commission and the licensee—during which the licensee was persuaded or coerced into an agreement not to use the station for editorial purposes. The technique of operation appears, clearly enough, from the decision itself.

Here we have, then, a case which strikes at the very heart of the First Amendment and at the provision of the Communications Act which prohibits the Commission from interfering in any way with freedom of speech. It is true that some evidence of reluctant repudiation of the *Mayflower* decision has appeared, but the case still stands as the Commission's interpretation of the law, and it was recently referred to, in the Commission's report, as the guiding precedent which will be used in de-

(Continued on page 67)

ground work for air sales....

WMMN's merchandising service is more than just routine. It has something *extra*.

We figure there's no point in giving you a whopping rating in 250,000 radio homes if your products don't rate equally high with dealers in this rich Monongahela Valley market that we serve.

WMMN wants you on top in *both* departments. That's why a market-wise WMMN representative visits 150 grocers and 90 druggists at least once every three months with sound facts about how your WMMN advertising is backing them up.

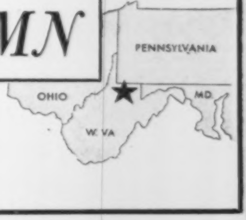
When he leaves, dealers are ready for your brand name, even if it isn't already on their shelves. And a detailed report of what we've done goes back to you.

It's fancy—but thorough and practical. We believe in ground work to back up your air work.

WMMN

Fairmont, W. Va.
At the Corner of Four States
Ask a Blair Man
CBS—5,000 Watts

A FORT INDUSTRY STATION



PRODUCTION

JOSEPH WORTHY, staff announcer at WGBS Miami, Fla., has been promoted to program director of the station. **OLIVER THORNBURG**, former announcer at WLW Cincinnati and WAGA Atlanta, is added to staff. **HEIDY MAYER**, previously with WPDQ Jacksonville, Fla., joins WGBS to present weekday series of children's programs as the Story Time Lady.

JOHN MELVILLE, news editor for WNOC Norwich, Conn., has been appointed program director. He will continue his morning newscast and nightly commentary.

BOB WILLETT, former CBC announcer and until recently production manager of CKMO Vancouver, B. C., now is freelancing in that city.

SIGNE HASSO, formerly of CKWX Vancouver, B. C., has joined the continuity department of CKEY Toronto.

LUCY ELLIOTT, former script writer at WWDC Washington, has been named head of the continuity at WKLY Lexington, Ky.

JIM TURNER, program director of KTBS Shreveport, La., has been named chairman of the radio section of the publicity committee of Shreveport's 1946 Community Chest Campaign.

BEN HOLMES has taken night announcing post at KOMA Oklahoma City following release from the Navy after 3½ years of service. He was with station previously.

FRANK J. GAZAREK, formerly with AFRS Casa Blanca, Oran and Rome, is new addition to the announcing staff of WHNC Henderson, N. C.

RICHARD ZIEGLER, Marine veteran, joins announcing staff of WKXL Concord, N. H.

CHARLES VANDA, CBS Hollywood executive producer who has been with the network since 1935, has resigned to establish his own radio production office in that city. In addition to servicing advertising agencies, he also will act as counselor to sponsors and artists. Plans for new firm will be put into effect when Mr. Vanda returns to West Coast from New York about Dec. 1.

BUD SHERMAN, announcer at WOL Washington, is the father of a boy.

Mr. Tidwell

EDGAR L. TIDWELL, veteran program man, has been appointed program director of KSDJ San Diego, Calif. Former production manager of KGB that city. Mr. Tidwell recently was released from the Army as lieutenant colonel after five years in service. He installed radio stations in New Guinea and the Philippines area as a member of Gen. Douglas MacArthur's special staff. He also was radio officer in charge of the AFRS Jungle Network. New 5,000 w CBS affiliate on 1170 kc will begin operations about Nov. 1.

ED CONDIT, former announcer at WKWF Key West, Fla., and **JAMES WOOD** are new additions to the announcing staff of WCCP Savannah, Ga.

PAUL HUGHES, announcer of KTAR Phoenix, Ariz., is father of girl.

EARL NIGHTINGALE, recently separated from Marine Corps, has joined announcing staff of KTAR Phoenix.

HENRY HULL Jr. has been named new producer of the "Sunday Party" on ABC starring Louise Carlyle, Phil Hanna and Phil Davis orchestra. Show is sponsored by Charles E. Hires Co. through N. W. Ayer & Son, New York.

JUNE HANSON of the continuity department of CKMO Vancouver, B. C., has resigned to freelance. Her place is taken by **VIC FERGIE**, announcer. **DAL MAXWELL** has joined the CKMO announcing staff.

WILLIAM INGLIS, recently of the RCAF and a graduate of the Radio Academy of Arts, Toronto, is new announcer at CBR Vancouver, B. C.

WILLIAM MAVOR has joined the announcing staff of CHWK Chilliwack, B. C.

FRANK BOND and **GEORGE L. POWELL**, both discharged from the Canadian Army after overseas service, have joined the announcing staff of CKOV Kelowna, B. C.

VERGINIA GRACIOUS, freelance radio writer, has joined NBC Central Division continuity department. Miss Gracious formerly was employed by the United Airlines.

BILL WILSON, formerly of WSPB Sarasota, Fla., has joined the announcing staff of WDOD Chattanooga, Tenn. Also new to staff is **LOU ESSICK**, formerly of WCSC Charleston, S. C.

EDGAR BERGEN, NBC personality, is in New York with his partner **PATRICK CUNNING**, to confer with agencies on development of eastern television production service.

DON McCALL, announcer of Don Lee Broadcasting System, is the father of a boy.

LUCILLE JONES, former head of Standard Radio script department, has joined CBS Hollywood in similar capacity.

GEORGE W. WOOLERY, freelance writer and producer, is doing series of half-hour programs for KUSC-FM, U. of Southern California new FM outlet. He was chief of AFN continuity in Europe during war.

IAN REID and **ROBERT McGALL**, graduates of the Academy of Radio Arts, Toronto, have joined the production department of CBL Toronto.

DICK BREEN, producer of KGO San Francisco, is the father of twin boys.

FRANCES FARMER WILDER, CBS New York consultant for daytime programs, is to arrive in Hollywood Nov. 4 for two weeks of conferences.

GORDON HAWKINS, program and educational director of Westinghouse Radio Stations, is suffering an attack of acute bursitis. He has been unable to attend School Broadcast Conference in Chicago.

TAKING OVER boss's office, that of General Manager Merle Jones, Morning Man Art Brown of WOL Washington sleeps-out the Capital's hotel strike. Recently returned to WOL from WHN New York, Mr. Brown and his wife had to take room at Washington Hotel pending location of an apartment. Came the hotel strike and the morning man can't go home. He's AFM as well as AFRA member and picket lines mark hotel entrances.

JOHN CORBETT has rejoined the announcing staff of WFBL Syracuse, N. Y., on parttime basis while attending Syracuse U. **IRENE DOLBEAR** is new addition to station's program department.

RAY CHEYNEY, announcer, and **BETTY TIERNEY**, script writer, both new to radio, have been added to staff of WSNY Schenectady, N. Y.

BILL SHEEHAN, announcer, and **ROSEMARY MANSWORTH**, secretary, both of WDRC Hartford, Conn., have announced their engagement.

BILL MARTIN, formerly with WHP Harrisburg, Pa., is new addition to the announcing staff of WWSW Pittsburgh.

MARTIN TALL, formerly with WINX Washington and at one time with KLRA Little Rock, Ark., has joined KROW Oakland, Calif., replacing **FRANK MERRILL**, resigned.

NED TOLLINGER, former producer, Young & Rubicam, Hollywood, has been named Mutual program coordinator, Hollywood.

FIRE-STRUCK WRNY WILL OPEN ON TIME

FIRE started by sparks from an acetylene torch caused several thousand dollars damage to offices of WRNY Rochester, N. Y., the night of Oct. 15.

The new station will not be delayed in its opening scheduled for the near future, however, it was estimated by Lester W. Lindow, general manager.

Remodeling of the building at 191 East Ave., Rochester, has been underway for several months. The acetylene torch, used to cut a steel beam, sprayed sparks between walls, and after smoldering for several hours, they broke into flame. The fire did not get into the studios or equipment section of the building, being confined to the offices. The station will operate on 680 kc with 250 w.

Joins ANAN

JOHN W. McGUIRE, former account executive and director of the aviation division, Ruthrauff & Ryan, New York, has joined American Newspaper Advertising Network as a member of the eastern sales staff.

Canadian Ratings

ONLY ONE Canadian evening program during September made the popularity rating of the first 10 evening English-language programs, according to survey of Elliott-Haynes Ltd., Toronto, just released. *Share The Wealth* came tenth on the list, which was led by *Charlie McCarthy* with a rating of 29.5, followed by *Radio Theatre* 26.5, *Ozzie & Harriett* 20.7, *Album of Familiar Music* 18.4, *Fred Waring* 16.9, *Waltz Time* 16.1, *Music Hall* 13.9, *Big Town* 13.3, *Green Hornet* 13.2, and *Share The Wealth* 12.6. English-language daytime programs during September were led by *Big Sister* with rating of 15.6, *Lucy Linton* 15.0, *Happy Gang* 15.0 (Canadian origination), *Pepper Young's Family* 14.1, and *Ma Perkins* 13.8. Most popular French-language evening programs in September were *Un Homme et Son Peche* with rating of 33.6, *Ceux qu'on Aime* 23.9, *Cafe Concert* 23.9, *Metropole* 23.0, and *Theatre Improvise* 21.9. French-language daytime programs during September were led by *Jeunesse Doree* 25.1, *Rue Principale* 21.1, *Vie de Famille* 19.8, *Tante Lucy* 19.0, and *Joyeux Troubadours* 18.6.

21 YEARS *Young!*
WDOD
CHATTANOOGA, TENN.
CBS
5,000 WATTS DAY AND NIGHT
first IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

Miller

(*Continued from page 65*)

ciding whether in particular cases the programming methods of licensees justify denial of renewal applications.

The same technique was used even more recently in a California case which, presumably, establishes the Commission's interpretation of the law to be, that each licensee who permits the broadcasting of religious programs must allow time for atheism. A similar question has arisen in a recent New York case where evidence of a newspaper's editorial policy was admitted at a hearing upon an application for a broadcaster's license.

If we could get these cases to the Supreme Court for determination we could soon straighten out the law and have a reasonable degree of certainty in its administration. The trouble is that the present scope of judicial review is so narrow as to make appeal of such questions difficult. If, in the *Mayflower* case, the license had been denied—instead of granted—on the ground that the operator was using the station for editorial purposes, or on several grounds including this one, it would have been possible to get a judicial review and determination.

Above the Law

The situation which results is that by using this device of writing into opinions restrictions upon the rights of licensees, or interpretations of the law which expand the powers of the Commission, while at the same time granting the applications of intimidated or overpersuaded licensees, the Commission becomes, practically speaking, above the law.

Broadcasters throughout the land are warned that unless they conform to the new philosophies and interpretations, they are in danger of losing their licenses when the renewal time arrives. Rather than jeopardize their investments, many conform to rules and regulations which may be entirely outside the law.

The danger is emphasized by the Commission's reliance upon the judicial rule of statutory interpretation which says that if those affected by its decisions acquiesce in them, this constitutes persuasive evidence of their correctness.

The problem becomes a more aggravated one in a case involving freedom of speech because it is the people's right—much more than the broadcasters—which is infringed. If by administrative manipulation, the licensees—who are the people's trustees in this instance—are persuaded or coerced into acceptance of the Commission's decisions, the people may wake up some of these days and find their Constitutional rights washed away.

AT MEETING of Music Advisory Committee were (seated, l to r): Joseph A. McDonald, ABC; Edward Souhami, NBC; Robert T. Mason, WMRN Marion, O.; Campbell Arnoux, WTAR Norfolk. Back row: Ted Streibert, WOR; Julius Brauner, CBS; J. Harold Ryan, Fort Industry Co.; Ed Yocum, KGHL Billings, Mont.; Don Petty, NAB general counsel.

For all these reasons it seems that here is a situation which may best be handled by legislation. While it is true that the tendency of recent years has been, more and more, to restrict judicial review of administrative decisions, at the same time there has been a growing tendency to open the way for speedy judicial determination of Constitutional questions. Congress might well provide that any citizen has a sufficent interest to appeal from a decision of the Commission which in any way tends to violate the Constitution of the United States.

We may expect an increasing interest in broadcasting upon the part of State legislators and State taxing and enforcement officers. Here is a large and tempting area. So far, it has been pretty generally conceded that broadcasting is exclusively interstate in character; hence properly within the scope of federal control under the Constitutional provision which gives to Congress power to regulate trade between the several States. This includes power to provide punishment for violation of acts which Congress may proscribe as crimes. Such an extension of power might give the Attorney General of the United States a large interest in broadcasting.

But there is good reason to suppose that the States, too, may enter this field. Already, there have been threats to prosecute station operators on the theory that certain programs contribute to the delinquency of children.

If we can maintain, successfully, that broadcasting, like newspapers and magazines, is an agency of free speech, we will have a secure basis upon which to resist punitive, confiscatory and disciplinary tax laws. It may be well for some who are interested only in the financial side of broadcasting to remember this fact.

As FM, facsimile and television develop we may well expect to have some experimental State legislation, designed to test whether these short range operations are entirely interstate in character.

No group of people have it more within their power to shape the public opinion of the country than have the broadcasters. The shape of things to come is largely a matter of our molding. Surely, no one can doubt that with such opportunities go great responsibilities.

I am not proposing that every broadcaster shall become a crusading editor; nor, even that each shall editorialize if he is not inclined that way. It is quite another thing to insist that the right and the privilege of editorializing is implicit in the First Amendment and in the provisions of the Communications Act. By way of comparison, I would not insist that each newspaper or magazine should have an editorial page.

But does anyone, for a moment, doubt that if the right were challenged, every editor would rise to meet it? That is the great tradition of the press. It is one for which men suffered martyrdom.

Equally important—and beyond the editorial function—is control of program character and content. We stand in a position of trusteeship, so far as the people are concerned. As licensees you—each of you—has power to say that this program shall be broadcast and that shall not. Except for a few extreme cases, such as obscenity, incitement to crime and violence, contempt of court, contributing to the delinquency of children, the licensed operator becomes arbiter of the character of information, education, entertainment, which goes out over the several frequencies.

Some will say: "But your own examples are ones in which it has been necessary for government to assume control." Yes, indeed, and there are some people who would gladly turn over to government all such controls and operation, too; of transportation, of production, of communication, of religion, of education, of information, of professional service; of things of the mind and spirit, as well as of the body. There are many people who are not even aware of the difference between minimum controls for

(*Continued on page 71*)

CLEVELAND'S *Chief* STATION

TAKES THE GAMBLE OUT OF TIME BUYING

WJW's daytime dialers give you an ace in the hole in the Cleveland billionarea—more daytime listeners per dollar than any other regional station. Why gamble in the great Cleveland market—when WJW offers you a sure thing!

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

SPONSORS

COLLEGE INN FOOD PRODUCTS Co., Chicago, plans to use radio to promote its tomato juice cocktail. Agency is Weiss & Geller, Chicago.

PAVONIA JUICE GRAPE JOBBERS, Jersey city (juice grapes for home winemaking and preserving) has appointed Frederick-Clinton Co., New York, to handle its advertising. A radio campaign using five and 15-minute news shows will be started in regional markets immediately.

HERBERTS RESTAURANTS, Los Angeles (chain), has appointed The Tullis Co., Los Angeles, to handle advertising. Radio will be used with Southeern California spot campaign as start.

ELEANOR GREEN, San Francisco (women's dresses), has appointed Hugo Scheibner Inc., Los Angeles, to handle all advertising.

VICK CHEMICAL Co., New York (Vick salve, cough drops), adding to national campaign, Oct. 21 started spot announcement schedule on KMPC Hollywood. Contract is for 26 weeks. Agency is Morse International, New York.

ROYAL WINTER FAIR, Toronto, has started spot announcements on stations in southern Ontario to announce events at the first postwar Royal Winter Fair, during second week of November. Agency is Harry E. Foster Agencies, Toronto.

LOS ANGELES HOCKEY CLUB, Los Angeles (big league ice hockey), Oct. 17 started spot announcement schedules on KRKD KFOX KFVD KFAC KECA KFWB KGFJ KLAC KMPC KWKW KIEV. Contracts are for 13 weeks. Commencing Nov. 2 club sponsors twice weekly 25-minute remote broadcasts of hockey games from Sonia Heinie Ice Palace, Westwood, Calif., on KMPC Hollywood. Contract is for 14 weeks. Agency is Milton Weinberg Adv., Los Angeles.

CHARLES J. DURBAN, assistant advertising manager, United States Rubber Co., and **JOHN ALLEN**, television director of Marschalk & Pratt, Oct. 23 discussed their video programs and showed films of the commercials they currently are using at the meeting of American Television Society held at the Barbizon Plaza, New York.

COLGATE-PALMOLIVE-PEET Co., Toronto (Super Suds), has started noon-hour flash announcements on a number of Canadian stations. Agency is L. J. Heagerty & Assoc., Toronto.

SHERRY-DUNN Inc., Hollywood (perfumes,. colognes), has appointed Manson-Gold Adv., Hollywood, to handle advertising. Spot radio will be used.

UNITED ARTISTS Corp., New York, has appointed Lawrence Fertig Adv., New York, to handle advertising for "The Private Affairs of Bel Ami," Loew-Lewin production. Spot announcements will be used first part of February as film is presented in cities throughout country.

NORTHERN RADIO INDUSTRIES, Toronto (Emerson radios), has appoined Stewart-Lovick, Toronto, to handle Canadian advertising for the Emerson receivers.

INDEPENDENT DRUGGISTS ALLIANCE, Toronto (retail drug stores), has started weekly five-minute quiz program on 22 Ontario stations, and a Saturday night half-hour "Barn Dance" on CKNX Wingham, Ont. Agency is J. J. Gibbons Ltd., Toronto.

WEST COAST SOAP Co., Oakland, Calif., has signed 52 week contracts through Ad Fried Adv., that city, for chainbreaks on KQW KROY KMJ KFBK KWG KERN KOH and McClatchy Network. This is initial schedule.

SANDERSON SMITH, Army veteran formerly with McCann-Erickson, has joined the advertising department of Golden State Co., San Francisco (dairy products).

STITCH-MASTER Div., Carl B. Kraus Elevator Co. (sewing machine accessory), has appointed Lieber Adv., Chicago. Plans include radio.

MacLEAN-HUNTER PUB. Co., Toronto (MacLean's Magazine), plans spot announcement campaign with 13 announcements before each semi-monthly issue of the magazine, on a number of Canadian stations. Agency is Cockfield Brown & Co., Toronto.

CORNING GLASS WORKS, Corning, N. Y., has named Charles L. Rumrill & Co., Rochester, to handle advertising for its technical products division.

KPAC

MBS

BMB

TELLING story at meeting of Merchandisers Club of St. Joseph Valley, South Bend, Ind., is Oliver B. Capelle (l), sales promotion manager of Miles Labs., Elkhart, Ind. His appreciative audience consists of Irvin S. Dolk (center) of Lamport, Fox, Prell & Dolk, South Bend agency, and Wilber J. Schult (r), president of Schult Trailers, Elkhart. Mr. Capelle, in a speech, said radio gets the lion's share of Miles advertising because it pays off.

NETWORK ACCOUNTS

New Business

UNION OIL CO., Los Angeles, Oct. 21 for 52 weeks started "An Adventure With Richard Davis, Private Investigator" on 40 Don Lee stations and KTRB Modesto, Mon. 8-8:30 p.m. (PST). Agency: Foote, Cone & Belding, Los Angeles.

TURCO PRODUCTS, Los Angeles (Tay-detergent), Nov. 12 starts for 52 weeks Erskine Johnson on 23 Don Lee Pacific stations, Tues.-Thurs. 4:30-4:45 p.m. (PST). Agency: Davis & Beaven, Los Angeles.

HASTINGS Mfg. Co., Hastings, Mich. (piston rings), has started "I Deal in Crime" on 200 ABC stations, Sat. 8:30-9 p.m. (EST), with West Coast repeat, 7:30-8 p.m. (PST). Agency: Keeling & Co., Indianapolis.

Net Renewal

ELECTRIC AUTO-LITE Co., Toledo Ohio, Oct. 10 for 52 weeks renewed "Dick Haymes Show" on CBS, Thurs. 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

Net Change

S AND W FINE FOODS, San Francisco (food, coffee), Nov. 4 replaces for 52 weeks "Rex Miller—Commentator" with "Mel Venter's Pictorial" on 40 Don Lee stations Mon.-Wed.-Fri. 9:15-9:30 p.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

WNDR Appoints

RAYMOND L. SERVATIUS has been appointed program director of WNDR Syracuse, N. Y., now in process of construction, and Paul Lee has been appointed chief engineer of the station. Patricia Farrell has been named publicity director and Jane Tulick continuity director. Paul Raymer Co. has been appointed national representative.

LENNEN & MITCHELL LOSE ORR, JERGENS

ROBERT W. ORR has resigned as vice president of Lennen & Mitchell, it was announced last week by Phillip W. Lennen, agency president. Mr. Orr, who has been with the agency for the past 22 years leaves to open his own agency which will handle the advertising of all Jergens-Woodbury products. The radio advertising will be turned over to the Orr Agency on Dec. 1.

At the same time Mr. Lennen predicted that billings of Lennen & Mitchell will reach a new high for 1946—a figure of $15,000,000,—as a result of several new accounts which have been added to the agency's client list in recent months.

Mr. Lennen and Ray Vir Den, executive vice president of the agency, said the agency will handle advertising for the Ruppert Brewery and Cagney Productions accounts effective Nov. 1. These accounts are expected to add nearly $2,000,000 in billing next year.

World Series Ratings

ONE OR MORE games of the 1946 World Series was heard by 60.6% of all people interviewed in a special survey done for MBS and Maxon Inc., New York, by Crossley Inc. This represented an increase of 15.2% over last year's seven-game series. Games between the Boston Red Sox and the St. Louis Cardinals, sponsored by Gillette Safety Razor Co. on MBS, had an average daily rating for the seven days of 32.1%, representing 69.7% of total audience tuned-in. This was highest average rating ever recorded for a series in which no New York team was represented, and the third highest rating recorded for the baseball classic, Mutual reported.

Sign News Show

PETER PAUL Inc., Naugatuck, Conn. (gum, candy), in addition to afternoon edition of *Bob Garred News* on Nov. 12 starts sponsoring that program thrice weekly on 12 CBS Pacific stations, Tues.-Thurs.-Sat. 7:30-7:45 a. m. (PST). Firm sponsors the newscast Mon.-Wed.-Fri. 4:45-4:55 p. m. on that same list of stations. Placement is through Brisacher, Van Norden & Staff, Los Angeles. Studebaker Pacific Corp., Los Angeles (autos), Dec. 2 starts for 30 weeks sponsoring *Bob Garred News* on 15 CBS Pacific stations, Mon.-Wed.-Fri. 7:30-7:45 a. m. (PST). Agency is Roche, Williams & Cleary, New York.

WIRL to ABC

WIRL Peoria, Ill., Jan. 1 will affiliate with ABC as a basic network station bringing ABC's total number of stations to 229. Operating full time with 5000 w on 1290 kc, station is owned by the Illinois Valley Broadcasting Co., and will be managed by John Camp.

GUESTS AND SPEAKERS at Monday FM panel (l to r): George P. Adair, chief engineer, FCC; Cecil D. Mastin, WNBF Binghamton; Robert T. Bartley, director, NAB FM Dept.; John V. L. Hogan, WQXR-WQXQ New York, Radio Inventions Inc.; Lester H. Nafzger, WELD Columbus; A. D. Willard Jr., NAB executive vice president.

Second group, Charles R. Denny Jr., acting chairman, FCC; Walter J. Damm, panel chairman and president of FMBI, WTMJ Milwaukee; Justin Miller, president, NAB; Edwin H. Armstrong, WFMN Alpine, N. J.; W. R. G. Baker, vice president, General Electric Co.

Third group, Paul A. de Mars, consultant; T. A. M. Craven, Cowles stations; Gordon Gray, WMIT Winston-Salem; Paul W. Morency, WTIC Hartford; W. G. H. Finch., Finch Telecommunications Inc.

Fourth group, Leslie C. Johnson, WHBF Rock Island; Elliott Crooks, Radio Inventions Inc.; Wayne Coy, WINX Washington.

FM Committee

(Continued from page 17)

Mr. Hirschman; E. J. Hodel, WCFC Beckley, W. Va.; W. Russell David, General Electric Co., Syracuse; Frank Gunther, Radio Engineering Labs.

At the Tuesday morning breakfast session, to which several FM broadcasters in addition to the steering committee had been invited, Chairman Hofheinz set up the following committees:

Objectives—Mr. Dillard, chairman; Messrs. Coy, Hodel, Hirschman, Jansky, David, Leonard Asch, WBCA Schenectady.

Charter and By-laws—Leonard Marks, Washington attorney, chairman.

Temporary finance—Mr. Gray, chairman; Messrs. David and Gunther.

Nominations — Mr. Gunther, chairman; Messrs. Coy, Kohn and Ray. (This committee also was authorized to select a paid executive secretary.)

The Committee on Objectives will meet in Washington at 10 a. m., Nov. 9 at the office of Mr. Dillard, 510 International Bldg. Mr. Marks, as a committee of one, will consult with the Objectives group on the charter and by-laws.

On Nov. 10 the Committee on Nominations will meet in Washington and on Nov. 11 the Steering Committee will meet in the offices of Jansky & Bailey, National Press Bldg., to receive recommendations of the various groups named by the acting chairman.

Mr. Jansky was elected acting secretary and Mr. Marks acting treasurer. All attending the Tuesday session pledged to convert their refunds from FMBI into the new organization. Others pledged contributions ranging from $50 to $200.

Attending the Monday preliminary meeting following the end of FMBI were: W. C. Bridges, WDUL Duluth; J. E. Mason WJTN-FM Jamestown, N. Y.; Hudson Eldridge, KOZY Kansas City, WSDC Washington; Mr. Hodel; Mr. Jansky; Marion T. Ayres, Shelbyville Radio, Shelbyville, Ind.; Millard L. Fisk, WFMZ-FM Allentown, Pa.

Samuel Wechsler, Metropolitan Television, New York; Ray H. Manson, president, Stromberg-Carlson Co., Rochester; Mr. Coy; Mr. Hofheinz; Mr. Hirschman; W. Dan Bell, Akron, applicant, Cleveland and Detroit; J. H. Frederick, Allentown, Pa.; Paul C. Brines, WGN Chicago; Frank J. Skret, Bristol, Conn., applicant; H. F. Kern, Potomac Broadcasting, Washington; Mr. Gray.

E. A. Wheeler, Evanston, Ill.; Mr. David, G. William Lang, WGN Chicago; Mr. Dillard, Mr. Gunther; Gaines Kelley, *News Record*, Greensboro, N. C.; Paul W. Reed, WFAR Alliance, Ohio; Mr. Kohn, Clarence Lerch, Evansville, Ind.; Irvin P. Sulds, WHMB Washington; Cecil D. Mastin, WMBF-FM Binghamton, N. Y.

Helen Wood, WIBX, WIBX-FM Utica, N. Y.; John C. Pratt, Allentown, Pa.; O. R. Wright, KOZY Kansas City; Stanley Ray, WRCM-FM New Orleans; George Mayoral, WRCM New Orleans; Thomas B. Tighe, *Asbury Park Press*, Asbury Park, N. J.; A. B. Sambrook, World Broadcasting System, New York.

Attending the Tuesday breakfast session in addition to the Steering Committee were: Leonard Asch, WBCA Schenectady; Jonas Weiland, WFTC Kinston, N. C.; Theodore Granik, Washington FM grantee; Leonard Marks, Washington attorney.

Hearing Postponed

HEARING on Allen B. Du Mont Labs' Pittsburgh television application, originally slated last Wednesday, was postponed without date by the FCC, awaiting a decision on the June hearing regarding Paramount Pictures Inc.'s holdings in several video applicants including Du Mont [BROADCASTING, July 1]. The action was taken on petition of Du Mont, only pending Pittsburgh television applicant.

NOVIK GROUP SEEKS BRIDGEPORT PERMIT

MORRIS S. NOVIK, New York radio consultant and former director of New York City-owned WNYC and WNYC-FM, heads a firm which last week applied to FCC for a new 1-kw daytime station at Bridgeport, Conn., to operate on 740 kc. KTRH Houston and KQW San Francisco are the U. S. stations now using 740 kc.

Mr. Novik, who is president and owns 45% of the applicant firm, Connecticut Electronics Corp., is associated with his brother, Harry Novik, Stamford, Conn., clothing store proprietor (30%); the latter's wife, Sylvia Novik (15%), and Fred D. Schwarzkopf, city clerk of Bridgeport (10%). Mr. Novik, who also owns 25% of WKNY Kingston, N. Y., during the war was radio co-ordinator of New York City stations, for which he was highly commended by prominent civic and national organizations. Awards earned by WNYC during Mr. Novik's tenure as director of the station were attached as an exhibit to the application, which was filed through the Washington law firm of Cohn & Marks.

Construction cost of the new station was estimated at $21,550, while monthly operating expenses and revenues were approximated at $7,000 and $8,000 respectively.

COVERS THE

Whole
Duluth
Superior
Market

AMERICAN BROADCASTING COMPANY

FREE & PETERS • NATIONAL REPRESENTATIVES

FM Session

(Continued from page 17)

H. Nafzger, manager and chief engineer, WELD Columbus, Ohio, and A. D. (Jess) Willard Jr., NAB executive vice president.

Solicited FM Questions

Preparatory to last week's meeting, the NAB FM Dept. sent questionnaires to all FM broadcasters, permittees and applicants, asking for questions to be submitted to the experts. From those questions were culled those which were answered.

Professor Armstrong, tracing the development of FM, declared: "You have the Blue Book with you today and its related Constitutional question of free speech because radio leadership in 1936 failed to pass on to the public the benefits of FM's development to which it was entitled. . . . That is when radio missed its first great opportunity to escape from the strait-jacket of frequency scarcity."

He declared that "virtually a decade" has been wasted "trying to overcome these and other man-made barriers which have been placed in FM's path. . . . As a net result of these delays not only do we have unsound engineering restrictions on radio, but on top of that we have the Blue Book itself, a product of these restrictions."

THAT'S MINE, says Dan E. Jayne, manager, WELL Battle Creek (left), referring to the first Western Electric 503 B-2 1 kw FM transmitter to leave the factory, which was to be delivered to WELL after making its debut at the NAB Convention. Looking on are S. P. Taylor, manager of distributor sales for Western, and Phil Gundy, Graybar Detroit manager of broadcast equipment sales.

He predicted that shortly FM receivers would flood the market because "manufacturers have approached the saturation of the market for AM sets and they have no choice if they are going to stay in business."

Professor Armstrong said the future of FM, now past engineering hurdles, "rests with you, the broadcasters." Despite all the handicaps which the speaker said have been placed in the way of FM, he predicted that radio would remain free because of FM.

Panel Answers

Following is a summary of answers to questions by each panel speaker:

Mr. Denny—The Commission concluded that "FM would be promoted faster if there were no impediment to AM broadcasters getting into FM." There is "no thought on the part of the Commission that the ruling" which permits duplication of AM programs on FM stations "be changed."

FM will not be returned to the old band (42-50 mc). Mr. Denny was applauded when he said: "The Commission regards the 88-108 mc allocation as final." He urged broadcasters to add the letters "FM" to their regular call letters. In cases where FM stations operate independently of AM, Chairman Denny said the Commission favored using the addition of "FM" as a means of helping to develop the new service.

So long as there are available frequencies and qualified applicants the Commission will issue construction permits, he said, in answer to a question as to competitive services in nearby communities. As for war veterans or anyone else, the FCC is opposed to issuing CPs that will not be used immediately, he said. A new station must be built in the time specified by the FCC or the applicant "must satisfy the Commission that it's impossible to build in the time allowed."

One question brought laughter from the NAB members and a lengthy serious discussion by Mr. Denny. The question: "Is it considered necessary or even desirable to court the Commission personnel or contact a Congressman to get action from the FCC?"

There's no need to visit Washington, said Mr. Denny, and "entertainment of Commission personnel would be wholly improper. . . . We're always glad to see everybody come in with any problems. It's better to see you on uncontested problems. If there's a conflict and your application goes to hearing, we don't want to talk to anybody. We want only the information placed in the public record."

Baker on Production

Dr. Baker—"Where are the receivers?" was the question asked by most FM broadcasters. Total FM set production as of Sept. 13 was 79,000, as compared to 6,000,000 AM table models and about 400,000 AM consoles. Stress has been on production of table models.

For the remainder of this year Dr. Baker said it looks as if by Jan. 1, 1947, there will be approximately 350,000 to 400,000 FM sets; 9,000,000 table model AM sets and about 800,000 AM consoles.

Biggest factor in delay of FM set production, said Dr. Baker, was the shift of FM from the 40-mc to the 100-mc band. Engineering had to start from scratch, and even old-line manufacturers couldn't produce FM sets without new engineering research. Equipment shortage and lack of engineering personnel also have contributed to the delay in set manufacture.

The average manufacturer had no alternative. He had to make AM sets quickly or lose his market entirely. Wood shortages also contributed to the FM delay. Statistics show most of the production went into table models with plastic cabinets.

Delay in getting production on FM sets "may be healthful," said Dr. Baker, inasmuch as transmitter production also has been delayed by the shift upward of FM. FM cannot be successful nationally with 250-w power. It must have greater power, he said.

As for the future Dr. Baker predicted—and he qualified it as "purely a personal guess"—that by the fourth quarter of 1947 a minimum of 30% of all sets manufactured will contain FM bands. He guessed it would be more nearly 15 or 20%.

Craven, deMars, Nafzger

Commander Craven and Mr. deMars—Directional antennas can be made practical. At some future date directionals may be necessary. The best location for an FM antenna is a hill outside a congested city, rather than the top of a building, although local conditions must be considered.

FM signals in the 100-mc band can be adequately measured and are being measured, said Mr. deMars. Asked whether some other system might supplant FM before FM replaces AM, Mr. Craven said: "My personal opinion is pulse modulation will not supplant FM. You have nothing to fear."

Mr. Nafzger—FM can best be promoted by AM stations by educating the public and advertisers alike. As to duplication of programs, that's a matter of circumstances. FM should compete with popular network shows, because not everybody likes the same programs. As for types of programs best suited for FM, Mr. Nafzger said programs should be much the same as those on AM—depending upon local needs and wants. He doesn't think FM will alter production techniques, but expressed the view that the station with the best programs, whether it be AM or FM, will get the listeners.

"To create a demand for FM receivers, people must understand what FM is," said Mr. Nafzger, "and what you plan to offer." He suggested FM stations start auditions for talent. In small communities a single FM station can do much to promote itself and set sales. In larger cities "all must join together."

NAB's Position

Mr. Willard—NAB should not work on a uniform policy for network affiliations of FM stations. NAB has no hand in the relationship between affiliates and networks. NAB plans to help put FM on a nationwide basis by working to eradicate the music ban on duplicating programs invoked by James Caesar Petrillo.

"Mr. P. is just about the most powerful labor leader of these United States," declared Mr. Willard. He told about the NAB-sponsored industrywide music committee, that the "first priority" of the committee's aims was duplication of musical programs on FM.

He predicted that "some sort of decent respectable legislation will come along in the next session of Congress," and that the Lea Act (now under court test as a result of charges against Mr. Petrillo) might well be used as a foundation for overall labor legislation.

NAB should not appoint a committee to work with the RMA on receiver standards. That's a job for manufacturers. The FCC in times past has "considered stand-

(Continued on page 68-D)

THE VOICE OF MISSISSIPPI

WJDX

1,000 N
5,000 D

JACKSON

N. B. C.

RETAIL SALES UP 123.71%

Sales tax collections for 1945 show that Mississippi people spent 123.71 per cent more for retail goods than in 1940, according to the Mississippi State Tax Commission. Total sales tax revenue showed a gain over 1940 of 118.28 per cent. Are these sales taxes being collected on your product?

WJDX — the DOMINANT "Voice of Mississippi" effectively, efficiently covers this growing, improving market.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

Cerf, McGill Named to Peabody Board, Deadline Set Jan. 10

NEW members of the George Foster Peabody Radio Awards Board are Bennett A. Cerf, New York publisher, and Ralph McGill, editor of the *Atlanta Constitution*, it was announced last week by Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism.

This school in cooperation with NAB administers the Peabody awards. President of Random House Inc., Mr. Cerf founded the Modern Library, is the author of a number of humorous books and writes a column in the *Saturday Review of Literature*. He was responsible for the wartime radio program, *Books Are Bullets*, for the Council of Books.

Mr. McGill has been chairman of an Atlanta draft board; adviser to the War Labor Board for Georgia, the Children's Bureau of the Labor Dept., and a special adviser and consultant to the State Dept. His writings have appeared in a number of magazines.

Awards Deadline

Dean Drewry also announced that deadline for 1946 entries in the Peabody contests has been set at Jan. 10, 1947. The Peabody Radio Awards will again give recognition to both programs and stations. Awards are to be made in the following categories:

(1) The program or series inaugurated and broadcast by a regional station (above 1000 w) which made an outstanding contribution to the welfare of the community or region the station serves. (2) The program or series inaugurated and broadcast by a local station (1000 w or under) which made an outstanding contribution to the welfare of the community the station serves. (3) Outstanding reporting and interpretation of the news. (4) Outstanding entertainment in drama. (5) Outstanding entertainment in music. (6) Outstanding educational program. (7) Outstanding children's program.

RADIO TALENT ACTS BANQUET FEATURE

SOME 500 delegates to the NAB Convention were entertained by radio, stage and screen stars Thursday night at the annual banquet in the Stevens Hotel. With music by the "Old Left Hander," Joe Sanders of the former Coon-Sanders *Kansas City Nighthawks* orchestra (WDAF Kansas City, early 20s), the program included some of radio's top entertainers.

Highlight was the unscheduled appearance of Edgar Bergen and Charlie McCarthy. Ad libbing throughout, Bergen's alter ego discussed FCC - NAB relations, quipped: "We have our sponsors and agencies, but you have your Blue Book."

On the program also were Claude and Andree, comedy dancers; Gene Sheldon, pantomimic; Cinderella (Gloria Van) and Her Fellas, CBS Quartet; the Wesson Brothers, comedians, and Phil Regan, Irish tenor of radio, stage and screen. Don Gordon, Chicago freelance announcer, was m.c. It was the only speechless session.

Election Plans

CBS will cover the Nov. 5 Congressional and gubernatorial elections with emphasis on trends and highlights rather than on mass reporting of inconclusive numerical returns. Using 16 of its news analysts, network will give simplified, rapid account of the entire national election scene in terms of sectional reports.

Second Competing Bidder Seeks Late Entry in Indianapolis Stations Sale

A NEW QUESTION faces FCC in the already complicated proposed sale of WABW (FM)-WBBW Indianapolis: Whether to permit a minority stockholder to apply late for purchase of the stations under the Commission's Avco plan.

Martin R. Williams, Indianapolis consulting radio engineer, who owns 8% interest in the outlets, petitioned FCC for authority to file a late bid, contending that he did not know of the proposed sale before the 60 bidding days allowed by the Avco Rule had expired.

Evansville on the Air Inc., licensee of WGBF-WEOA-WMLL (FM) Evansville, which has the original contract for the purchase, replied that the sale was duly advertised, that Mr. Williams had as much opportunity as anyone else to know of the projected transfer and that therefore the bidding period should not be extended.

If Mr. Williams is allowed to bid, the case will be the first to attract two competing applications since the Avco plan was put into effect a year ago. First competing bidder was Radio Indianapolis, a new firm, which filed just before the 60-day deadline expired [BROADCASTING, Aug. 5].

Evansville on the Air offered 1,350 of the 21,000 shares of Class A stock in Curtis Radiocasting Corp., its parent company, as consideration for the transfer. Since the Avco plan provides that competing bidders may offer "the same terms," Evansville on the Air contended that Radio Indianapolis' subsequent offer of equivalent cash should not be allowed. Radio Indianapolis responded that such an interpretation of the rule would strip it of "any efficacy" and insisted on use of the $20.60-a-share estimate which Evansville had placed on Curtis stock.

FCC has not ruled on the question.

Mr. Williams said in his petition that he voted against sale of WABW-WBBW and that last March he had options and contracts for acquisition of 81% of the stock. The options and contracts expired, he said, when holders of 19% "defaulted." Mr. Williams also has instituted a receivership suit against the stations. His petition was accompanied by another petition, supporting his effort to secure permission to bid for the stations, which he said was signed by 125 substantial Indianapolis businessmen.

Associated Broadcasters Inc. is licensee of WABW and permittee of WBBW, which is assigned 1550 kc with 250 w, daytime only, but which is not yet on the air. Other stockholders are M. J. McKee, 25%; R. M. Crandall, 19%; Thompson Kurrie, 22%; B. L. Tamney, 22%, and Doris Coffey, 4%.

ABC Names Day

HAROLD DAY, formerly with ABC advertising and promotion department specializing in co-op program promotion, has been appointed sales manager of the network's co-op program department succeeding Larry Surles who resigned last week to join the New York sales staff of John Blair & Co. Before his association with ABC Mr. Day was promotion manager for *Popular Science* magazine and prior to that was promotional contact and copywriter at Lennen & Mitchell, New York.

Chicago Tub Thumpers Appoint New Officers

LES LEAR, head of his own public relations organization, Oct. 21 was elected chief tub thumper, and Morris B. Rotman, vice president of William R. Harshe & Assoc., was named assistant chief at the annual election meeting of the Chicago Chapter of the Tub Thumpers of America, fraternal organization of those in publicity, public relations, radio and newspaper fields. Although primarily a social group, organization dedicates its yearly effort to aiding civic and charity groups.

Other officers elected were: Rosemary Wayne, WJJD Chicago, scrivener (clerk); Edna Adams, Essaness Theatres, billposter (secretary); Al Weinberg, Warner Bros., swindler (treasurer); George Livingston, Bentley & Livingston, mouthpiece (counselor). Named to board of directors: Frederic Kleinman, Frederic Kleinman Agency; James Merrick, Santa Fe Railroad; Edward Deuss, Midland Agency; Frances Wood, Exporters Assn.; Maurice Fischer, *Chicago Daily News*; Irving Kupoinet, *Chicago Daily Times;* Harold Evans, United Artists; Sam Honigberg, publicist.

Nehi Campaign

NEHI Corp., Columbus, Ga. (Royal Crown Cola) Nov. 4 for four weeks starts a spot campaign on 195 stations throughout the country advertising a letter writing contest for teen-agers. Following up a campaign conducted about three years ago to get teen-agers interested in organizing clubs, firm now is sponsoring a contest on "The Most Interesting Activity of Our Teen-Age Club or Youth Center." With money prizes totaling $1,250, first prize winner in addition to receiving cash will be awarded a Wurlitzer juke box or a Royal Crown bottle cooler machine for his or her club. Agency for Nehi is BBDO New York.

Oak Ridge, Tenn., Permittee Seeks Approval to Sell 50%

APPLICATIONS for the sale of 50% interest in an Oak Ridge, Tenn., permittee firm and transfers and assignments involving three existing stations were reported by the FCC last week.

Oak Ridge application is for assignment of 50% interest held by Homer H. Gruenther, partner with NAB Director of Broadcast Advertising Frank Pellegrin in Pellegrin & Gruenther (WBOM Oak Ridge), to Carlin S. French, former owner of WTMV East St. Louis, Ill., for $500. The application explained that Mr. Gruenther has accepted a position that will take him to the Philippines and in the "best interest of the partnership" has decided to dispose of his stock. Mr. Pellegrin will retain his interest. The $500 compensation represents Mr. Gruenther's initial investment in the partnership. The applicant, assigned 1490 kc with 250 w fulltime, requested a waiver of FCC's Avco rule.

Other applications:

WEMP Milwaukee license assignment to cover Wellwood Nesbitt's acquisition of 6.25% interest held by his late wife, Genevieve S. Nesbit. He already owns 6.25%. There are eight other stockholders. WEMP is 1340 kc with 250 w fulltime.

WDSM Superior, Wis., assignment from Herbert Ridder and other members of the Ridder family, who purchased the station from James J. Conroy for $150,000 [BROADCASTING, June 17], to Ridson Inc., which the Ridders own. The family also owns half interest in WTCN Minneapolis and publishes New York Journal of Commerce and other newspapers. WDSM operates with 250 w on 1230 kc fulltime.

WIAC Hato Rey, P. R., transfer to Mrs. Enrique Abarca Sanfeliz as an individual from herself as executrix of the estate of Enrique Abarca Sanfeliz, deceased. WIAC is on 580 kc with 5 kw fulltime.

FM Session

(*Continued from page 68-B*)

ards for receivers," he said, but nothing developed.

NAB should take no action, he said, favoring any segment of broadcasting, such as AM, television, FM or facsimile. "NAB must always fight the common battle of all the broadcasters," he asserted.

Asked whether FM broadcasters should have representation on the NAB board, Mr. Willard said all board members are FM operators or applicants or grantees, that FM members are just as eligible to be elected to the board by votes of the membership as AM broadcasters.

Damm's Views

Mr. Damm—Method of measuring FM audiences already has been developed. NAB should not petition the FCC to eliminate the 6-hour minimum operating rule because any FM station may operate 24 hours if it desires. Live music on FM is banned "by the Petrillo edict"; the IBEW contract does not permit members to work on AM and FM stations simultaneously; AFRA has made no demands of FM broadcasters.

KCMJ Palm Springs, Calif., has opened downtown business offices at 174 N. Palm Canyon Drive. Remote studios will be located at same place after first of year.

Record Radio Coverage of UN Meet

14 Networks, Shortwave and Local Outlets Air Truman

WHEN the UN General Assembly convened last Wednesday in Flushing, Long Island, it received the widest radio and press coverage ever given to a UN meeting. Sixteen radio networks, international companies and independent stations broadcast the opening, beaming the address of President Truman throughout the nation and overseas.

With approximately 450 radio correspondents, announcers and commentators accredited to the UN, broadcasting facilities are the most comprehensive ever set up for an international conference. Twenty-four individual booths line the sides of the assembly hall, 19 of which are assigned throughout the conference to radio and television services for on-the-spot coverage of UN meetings.

Nearby are UN recording rooms, in which six recording machines transcribe every open Assembly meeting.

Farther down the corridor are a networks studio, a radio studio and a radio interview room—all used for behind-the-scene broadcasts and interviews with UN delegates. On the same floor is the television control room, shared by CBS and NBC. CBS used two television cameras and NBC used a battery of five in televising President Truman and the entire opening session of the General Assembly to viewers in New York City and Philadelphia. Twelve television receivers were placed in strategic viewing spots outside the hall to bring the entire proceedings to newsmen and other visitors who could not be accommodated in the hall itself.

UN Shortwave Service

UN shortwave began broadcasting for the first time at the opening session Wednesday. Personnel of UN are now directing, editing and announcing programs lasting nine and a half hours a day. These shortwave broadcasts are beamed to Europe, Africa, Latin America, the Middle East and the Far East, while plenary sessions with interpolation in English and French are being broadcast to Scandinavia, Central and Southeastern Europe, the Middle East and Africa.

Special half-hour programs of news round-ups and interviews of outstanding personalities go out six days a week in Russian, Chinese and Spanish. Time is also allotted to radio correspondents and delegation members for reporting to their home countries. Canadian Broadcasting Corp., meanwhile is supplying two powerful transmitters for daily broadcasts to Russia.

Booths have been assigned throughout the conference to: CBC, UN shortwave, WNYC, BBC, OIC, CBS, WHN, WMCA, RCA Television, ABC, CBS shortwave, NBC shortwave, WQXR, WINS and WWRL (jointly), MBS, WLIB, NBC and CBS television (jointly), and NBC.

When asked what the commentators and other radio personnel think about UN radio facilities, Chief U. S. Radio Officer Christopher Cross told BROADCASTING: "I think their most universal feelings and opinions can be summed up in Murray Young's Oct. 24 broadcast over WHK Cleveland. He said: 'The UN staff has done an excellent job in making detailed arrangements for this all-important news coverage of this historic event.

Facilities Excellent

" 'Broadcasting facilities here are so far advanced over any European or Asiatic broadcasting facilities that there just isn't any comparison. And for radio correspondents to make recorded broadcasts, the set-up here is such a far cry from the lack of facilities I experienced in Europe last year, that it's really a pleasure to work here. All in all, it's a huge job that has been well-accomplished for handling all of these news-coverage arrangements.' "

Complete radio coverage of the UN opening was provided by the four major networks. Featured in the hour-long broadcast from 4 to 5 p. m. was an address by President Truman, broadcast over the country by the networks and televised by CBS and NBC.

CBS, climaxing two days of pre-assembly discussions in broadcasts about the future of the UN, had 11 top newsmen present at the opening. Headed by UN reporters Larry Lesueur and Charles Collingwood, they included Eric Sevareid, Bill Henry, William L. Shirer, Bill Downs, and Ned Calmer, John Daly, Quincy Howe, Everett Holles, and Winston Burdette.

NBC had on hand the largest staff of its commentators assembled to cover a single event since the opening of the Paris Peace Conference last July. Among those representing NBC at the UN opening were H. V. Kaltenborn, Morgan Beatty, John MacVane, Ben Grauer and Don Fischer. In addition to President Truman's speech, NBC also aired three other programs originating from the Assembly at Flushing, L. I.

NBC Special Shows

Meanwhile, all over the country last week NBC affiliates joined in presenting UN programs. WTAM Cleveland broadcast a UN rally in Cleveland; KELO Sioux Falls and WGBF Evansville, Ind., presented UN programs designed for schools and colleges; KHQ Spokane aired a program featuring music of the UN; KGW Portland sponsored a UN contest which sent two student winners to the opening of the assembly; and other NBC affiliates sponsored similar programs dedicated to a better understanding by the public of the function and responsibilities of UN.

Mutual featured commentaries by William Hillman, who described the presidential trip to New York; Cecil Brown, interviewing delegates from the East and the West on their opinions about UN opening program; and Leslie Nichols, UN commentator for MBS, who was also heard from the Assembly headquarters in Flushing. Throughout the week, MBS also aired pre-assembly and post-assembly reports.

Four well-known commentators made up ABC's contingent at UN's opening. The four — Raymond Swing, Elmer Davis, Baukhage and Martin Agronsky—were aided by George Hicks, Julian Anthony, Taylor Grant and Gordon Fraser, all of the latter assisting in spot pickups and special programs. ABC also previewed the Assembly's beginning in several programs originating throughout the week before UN's official opening.

RCA and NBC provided television service.

WANTED:

The best Disc-Jockey in the business... for a major New York Independent Station!

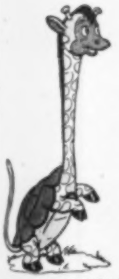
Here's the most outstanding opening in radio today for a crack record-spinner. If you're that jockey, *income unlimited*. Rush us a 15-minute transcription at once. Deadline November 15th.

Box 160, BROADCASTING

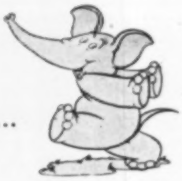
HERE'S THAT MAN AGAIN!

. . . to win you a big happy holiday audience with two grand NBC Recorded Christmas Shows!

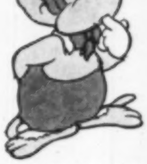
HAPPY THE HUMBUG



HAPPY THE HUMBUG . . . that appealing hybrid of the animal kingdom.



THE PINK ELEPHANT who has the unusual faculty of crying strawberry tears.



HUNKEY THE MONKEY to whom Happy confides all of his many troubles.

• Wonderful, almost beyond description, are Happy the Humbug and his fabulous pals of animal-land as they unroll the never-to-be-forgotten dreams of children. Hopes for dazzling presents at Christmas . . . curiosity about the strange wonders of nature . . . new experiences of first school days!

Young sprouts (aunts and uncles ditto) will be breathless . . . wide-eyed . . . as they drink in every magical moment of this cheerful-as-a-circus NBC-recorded fantasy. And they'll literally fall off the Christmas tree laughing at the comical voices of the animals. The voice cast is headed by Budd Hulick (of Stoopnagle and Budd fame) and includes a prominent list of radio voices.

Perfect for building good will with the family group or for any and all advertisers who want to hear the cash register jingle . . . jingle . . . jingle all the day.

54 quarter-hours for scheduling before and after Christmas

The Magic Christmas Window

• A charming Christmas show that brings enthusiastic ohs-and-ahs from girls and boys . . . consistent eavesdropping from grown-ups . . . every minute it's on the air.

It's the story of two children who glue their button noses to a Christmas window piled high with toys. Go-to-sleep dolls! Little red wagons! Saddled hobby-horses! Then the glass disappears and the children find themselves behind the window with the dazzling toys come to life.

From here the story develops into a thrilling adventure in the lives of fairyland characters, such as The Little Match Girl and Cinderella . . . 25 exciting stories, each quarter-hour complete—all backed by a cast of veteran actors.

THE MAGIC CHRISTMAS WINDOW is a natural for advertisers with Christmas window displays, toy departments or for those sponsors who want to contribute a more joyful Christmas for the kids.

25 quarter-hours for 3- or 5-a-week broadcast

ANNOUNCER—Bob Sherry PETER—Ronny Liss

Every youngster's dream of exploring Christmas toy window: is fulfilled in **THE MAGIC CHRISTMAS WINDOW.**

SUSAN—Jeanne Elkins

NBC . . Radio-Recording Division

A Service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco
DISTRIBUTED IN CANADA THROUGH ALL CANADA RADIO FACILITIES, TORONTO, ONTARIO

NBC Radio-Recording Division, Syndicated Sales
30 Rockefeller Plaza, New York 20, N. Y.

Please send me audition record and presentation for . . .
☐ Happy the Humbug ☐ The Magic Christmas Window

Name______________________________
(PLEASE PRINT)

Station or Agency______________________________

Street______________________________

City____________________Zone_____State__________

WGN ◂

1946 FOOTBALL PROGRAM ON WGN

September 21 Illinois at Pittsburgh
September 28 Notre Dame at Illinois
*October 5 Wisconsin at Northwestern
October 12 Purdue at Notre Dame
October 19 Wisconsin at Illinois
October 26 Illinois at Michigan
November 2 Ohio at Northwestern
November 9 Indiana at Northwestern
November 16 Northwestern at Notre Dame
November 23 Illinois at Northwestern
November 30 Southern California at Notre Dame
*Subject to World Series Date

SCORING REGULARLY with middlewestern listeners!

WGN scores consistently each fall with sports-minded listeners. Our scoring formula is quite simple: An imposing line-up of top games eloquently described by an expert on sports ... in this case Jack Brickhouse, a nationally known sportscaster.

Remember, the best football is played in the middlewest, and the best of it is broadcast over WGN. It is another example of the program leadership WGN listeners have come to expect.

A Clear Channel Station . . . . . .
Serving the Middle West
MUTUAL BROADCASTING SYSTEM

WGN
CHICAGO 11 ILLINOIS
720 On Your Dial

MUTUAL BROADCASTING SYSTEM

USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME

▼

78 other stations, networks and station representatives also use the P.I. network to reach the leading audience of buyers of advertising through the largest A.B.C. net paid circulation in the general advertising field.

Printers' Ink

TECHNICAL

JEROME R. STEEN, former manager of the quality control engineering department, radio tube division of Sylvania Electric Products, New York, has been appointed director of quality control for the lamp, fixture, wire products, tungsten and chemicals, radio tube and electronic division of the firm. He will be responsible for functional supervision of all quality control personnel within the company. Mr. Steen joined Sylvania in 1931 as supervisor in charge of finished tube quality control at the radio tube division's plant at Emporium, Pa.

PAUL SMITH, engineer of KQW San Francisco, has married Leslie Stone.

GEORGE W. COOK has joined the engineering staff of WFBL Syracuse, N. Y.

GENERAL ELECTRIC Co. Electronics Dept., Syracuse, N. Y., tube division, has announced new tube testing chamber capable of simulating operation at 80,000 feet altitude under wide range of temperature and humidity conditions. Termed a "tube icebox," unit can simulate all climatic conditions.

HAROLD YATES, engineer at NBC Washington, and **JERRINE BEARDEN**, receptionist at WMAL that city, were married Oct. 22.

ROSS WHITESIDE, chief engineer of CKMO Vancouver, B. C., and Velma Turner have announced their engagement, plan to be married early in 1947.

FRED WILSON, engineer of CBR Vancouver, B. C., and Canadian amateur, contacted the U. S. Army superfortress Dreamboat on its non-stop flight from Honolulu to Cairo. Mr. Wilson operates VE7EF.

JACK COELL has joined the transmitter engineer staff of CKMO Vancouver, B. C.

HOBART G. STEPHENSON Jr., chief engineer of WCNT Centralia, Ill., and **ANNE COLLINS**, station program director, have been married.

ELMER BLUM, control operator, has rejoined WTAG Worcester, Mass., following release from Army service. He is last veteran to rejoin station.

DON HERMAN, engineer at WOL Washington, is the father of a boy.

ROSS B. SIRAGUSA, president of Admiral Corp., Chicago, has been presented the Certificate of Appreciation for his company from the Army Signal Corps in recognition of services given that branch of the armed forces during the war.

BENDIX RADIO DIVISION of Bendix Aviation Corp., Baltimore, Oct. 21-23 conducted the first of its three three-day service schools. Attended by distributor organization service managers and key service personnel, activities include latest techniques both in repair work and business management of service firms. Second school will start Nov. 4 in St. Louis and Nov. 13 in San Francisco. FM and television are covered.

KEITH L. MEALEY, former chief engineer at KOAC Corvallis, Ore., who aided in the construction of KWIL Albany, Ore., has been appointed director of technical operations at KSDJ San Diego, Calif., scheduled to begin operations about Nov. 1. At 31 one of the youngest chief engineers in the country, Mr. Mealey during the war was staff member of the radiation laboratory of Massachusetts Institute of Technology where he participated in secret research on Army and Navy radar equipment. He most recently has been assistant field engineer, radio division, Gilfillan Bros., Los Angeles, working on micro-wave precision blind landing systems.

Mr. Mealey

Canadian Radio Film

BROADCASTING IN CANADA is the subject of a Canadian Government National Film Board ten-minute documentary film, *The Voice of Canada*, which is to be shown in Canadian theatres. Film shows the transcontinental coverage and origination of Canadian programs, shows how networks are built, takes the public behind the scenes in Canadian radio production centers. While CBC microphones and insignia are featured in the film a number of independent stations are shown. Independents include CFRB CKRC CHML CFCY. Film ends with pictures of government's shortwave station at Sackville, N. B. John Fisher, Toronto commentator, is narrator. Only one comical reference is made to commercials, and no reference is made to sponsors of big name Canadian programs shown.

LOW FM's REPORT SKIP INTERFERENCE

SKIP INTERFERENCE has been reported plaguing the Washington, D. C., Capital Transit Co.'s communications, with stations as far away as California sometimes coming in with strong signals. Similar troubles have been reported to FCC by utilities and police departments using radio in other cities.

Authorities said the unexpected interpolations probably were caused by reflections from the F-2 layer—one of the factors in the decision to move commercial FM up into the 88-108 mc band. In the higher frequencies, FCC experts pointed out, such interference is rare. Capital Transit's communications were reported to operate around 30 or 40 mc.

Other radio users reporting trouble included the Charlotte, N. C. Police Dept. One radio car there received a call issued by the Tacoma, Wash. Police Dept. to one of the Tacoma radio cars.

UN Space Assigned

BOOTHS in the new Flushing, N. Y., headquarters of the United Nations have been assigned to 14 stations and networks for coverage of the General Assembly. Special writing rooms have been set aside for networks and international broadcasters. Networks occupying UN booths include MBS, ABC, CBS shortwave, NBC shortwave, BBC and CBC. Stations assigned broadcasting booths are WINS WWRL WQXR WLIB WNYC WHN WMCA, all of New York. State Dept.'s OIC also has been assigned booth.

Miller

(*Continued from page 67*)

which government is necessary and strangling controls of dictatorship.

There are some who prefer, honestly and sincerely, the regulation of Government rather than to assume the burdens of self-regulation. They would like to snuggle up to a nice, warm, maternal, governmental breast and be told just how to behave, in return for an assurance of governmental protection. That may seem to be the easy way to go. That is the way in which the people of Germany, of Italy and of Russia went.

It is particularly easy to indulge in such escape thinking when one is enjoying the freedoms which have been fought for by generations of people who lived under such conditions and felt the burdens of that way of life. It is easy to be persuaded by such doctrines when one is not aware of the hard road up which initiative, imagination, personal courage and enterprise came to create the country in which we have the privilege of living.

Commission's Position

So long as the Communications Commission acts within the scope of its authority; so long as it keeps hands off the Constitutional right of free speech; so long as it makes possible judicial review and determination of its interpretations of its own power, it has my hearty support and I assure you, it will have the support of the people. Do not suppose—because I have so vigorously opposed any semblance of over-reaching—that I have any doubt or question on this point: of the challenge, and of the responsibility of broadcasting to operate in the public interest.

Inevitably, there must be self-regulation or there will be regulation by someone else. An intelligent, responsible people will voluntarily assume such responsibility in order to avoid regulation from outside or overhead, if for no other reason. I have no doubt of the capacity of American broadcasters to do so. It is from this point of view —of professional awareness and capacity for leadership—that I wish to speak of another series of problems.

The problem of broadcasting in its international aspects is closely related to that of our country's participation or non-participation in international affairs generally. Here, as in other respects, the United States must choose between a policy of attempted isolation or one of world leadership.

A maxim of earlier years was that "trade follows the flag." It may well be amended to include radio broadcasting. Make no mistake, the Government operated or controlled broadcasting systems of other countries will be geared to full participation in their drives for post-war trade. They are very jealous of the American broadcasting system.

Representatives of these government-operated systems are very openly critical of our broadcasting and terribly sensitive and resentful of criticism by us. Their idea of cooperation is that we should walk humbly in their presence, speak politely at all times and lend them lots of money. It is a long, hard struggle which lies ahead.

Specifically, we have three questions of policy to decide, with respect to international broadcasting: (1) To what extent should independent, privately-controlled broadcasting, as represented by NAB, play a part? (2) Should the United States, as a Government, operate a world-wide broadcasting system? (3) Should the United States encourage the United Nations to operate a world-wide broadcasting system?

The first question will be answered in two ways: (1) By the individual enterprise of American industry, establishing and operating broadcasting stations and networks throughout the world; (2) By the participation or non-participation of organized broadcasters in proposed hemispheric and international associations of broadcasters. I would not presume to advise a group of men who have done as much, with venture-capital—in a quarter century, as you have done, what you should do, internationally on an industrial basis.

International Plans

So far as concerns our participation in the operation of inter-American and international associations, it is perhaps enough to say that such organizations are already being formed; and we must decide whether we shall get in or stay out. Representatives of NAB sat as observers in the recent organization meeting of the Inter-American Broadcasters Assn. at Mexico City. We are cordially invited to come into full membership. It is significant that representatives of government-owned broadcasting showed up, but were denied membership. It is possible, if not probable, that if we do not join the free broadcasters of Canada and Latin America in this project, it will eventually be taken over by the government-owned systems.

Again, an international association has been formed in Europe. It is composed largely of government-owned systems and dominated by them. Our neighbors down under, in Australia, have asked our cooperation in forming an international association of free broadcasters with headquarters in the United States. These are questions which we must decide—soon.

A closely related question is whether we should encourage a United States international broadcasting system; a continuation and enlargement of American war time

(*Continued on page 75*)

Men who know Equipment best, know

LINGO STANDS FOR

PEAK PERFORMANCE!
LOW MAINTENANCE!
INSURED STABILITY!

LINGO
Vertical Tubular Steel
RADIATORS

only LINGO offers these Big "6" extras at no extra cost!

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

OUR ENGINEERING DIVISION IS AT YOUR SERVICE!

Write today for advice on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. . . In writing indicate location, power and frequency proposed.

JOHN E. LINGO & SON, INC.
EST. 1897 **CAMDEN, N. J.**

WADC Petition Seeks to Eliminate Waivers to Multiple Ownership Rules

AMENDMENT of FCC's multiple ownership regulation, to make it a hard and fast rule not subject to Commission waiver under any circumstances, was requested last week by Allen T. Simmons, WADC Akron licensee.

The station, which lost a proposed decision for 50 kw on 1220 kc to WGAR Cleveland although FCC conceded that considerable overlap would exist between WGAR and its sister station, WJR Detroit [BROADCASTING, Oct. 14], petitioned for a change to make Rules Sec. 3.35 read as follows (clause which WADC would eliminate is shown in parentheses):

> No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled by any person where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person (except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation).

WADC's petition was prepared by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey.

Since the Communications Act authorizes the Commission to make regulations only as required by public interest, convenience and necessity, the petition argued, Sec. 3.35 in its present form "holds a practice to be contrary to public interest, convenience and necessity except where it is in the public interest, convenience and necessity, an anomalous provision at best."

"In its present form," the petition continued, "the Section encourages departures and constructions whereby monopoly and monopolistic trends are 'balanced against' extraneous considerations, thus introducing more and more construction and interpretation until finally the regulation will become meaningless and the Congressional policy against monopolistic practices in broadcasting defeated."

Cleveland-Detroit Areas

The petition referred to FCC's WADC-WGAR proposed decision, calling its interpretation of the multiple ownership rule "untenable."

The intrepretation was that Cleveland and Detroit are "entirely separate cities," with separate trade areas; that WJR's overlap into WGAR's service area "exists only as a consequence" of WJR's classification as a clear channel station; that WJR has "few listeners and little, if any, commercial value to the Cleveland-Akron area"; that the two stations have separate network affiliations, advertising representatives, news and transcription services, and local programs; and that the overlap was found in 1943 to be not inconsistent with the duopoly rule.

FCC also noted that WADC proposed to use CBS programs fulltime after 8 a.m. and that "no matter how worthy, a local program would not be substituted for a network program." The decision further pointed out that when WGAR was granted 1220 kc with 5 kw in 1943, one condition was that it increase power as soon as materials became available. WADC is on 1350 kc with 5 kw.

LINING UP broadcasts of 1947 Boston Red Sox and Braves home games for WHDH Boston are (l to r): John W. Haley, advertising manager, Narragansett Brewing Co.; William B. McGrath, managing director, WHDH; Eddie Collins, Red Sox; George Doran, merchandising manager, Narragansett Brewing Co.; John Quinn, Braves; Robert B. Choate, publisher, *Boston Herald-Traveler*, operator of WHDH; Wallace Orr, vice president, N. W. Ayer & Son, and Thomas J. McMahon, sports director of the agency. Atlantic Refining co-sponsor's with Narragansett.

WCAU Transfer

J. DAVID STERN, president *Philadelphia Record*, new owner WCAU Philadelphia [BROADCASTING, Oct. 21] is expected to consummate $6,000,000 (gross) transaction Nov. 18 or 19 with sellers, headed by President Leon Levy and brother Isaac D. Levy. Leon Levy is expected to remain as general manager "for time being."

PACIFIC AAAA MEET IS PLANNED NOV. 4-6

WITH Frederic R. Gamble, AAAA president, among the principal speakers, the Pacific Council of AAAA will hold its ninth annual Western States Convention at the Biltmore Hotel, Santa Barbara, Calif., Nov. 4-6. H. E. Cassidy, vice president of the McCarty Co., Los Angeles, and chairman of the Pacific Council, will preside. Delegates are expected from Washington, Oregon, Utah, Arizona and California.

With the convention theme "Distribution or Bust," 16 speakers will cover all media. Other speakers include: James H. S. Ellis, president, Arthur Kudner Agency, New York; Dana H. Jones, president, Dana Jones Co., Los Angeles; Linnea Nelson, radio timebuyer, J. Walter Thompson Co., New York; Don Belding and Fairfax Cone, chairman of the board and vice president, Foote, Cone & Belding, Los Angeles and Chicago; Sigurd S. Larmon, AAAA vice chairman and president of Young & Rubicam, New York; Joseph Moran, associate radio director and program manager, Y. & R.; H. H. Haupt, vice president, BBDO, Minneapolis, and Dr. Peter Odegard, president, Reed College, Portland, Ore.

Marketing Group

FORMATION of an American Marketing Assn. Standards Committee, was announced last week by George H. Allen, president of the AMA. The Committee is to report once a year on the "progress or lack of progress made during the preceding year in raising standards in marketing." Chairman of the committee is Harold Webber, vice president and director of research of Foote, Cone & Belding, with the full membership of the committee representing all phases of marketing to be announced at a later date.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

KLUGE
ELECTRONICS
1031 N. ALVARADO • LOS ANGELES 26, CALIF

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

RADIO ENGINEERING CO.
Consultants
Installation • Allocation • Field and Antenna Measurements
Norwood J. Patterson, Owner
1355 Market Street Room 1010
San Francisco 3, California
Phone: Market 8173

ERA
Complete Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 1129 Vermont Ave., N.W.
Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nestor 9601

J. B. HATFIELD
CONSULTING RADIO ENGINEER
936 35th Ave. Prospect 7860
SEATTLE 22, WASHINGTON

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

PREISMAN & BISER
CONSULTING RADIO ENGINEERS
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C.—ADams 7299

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D.C.
Decatur 1234

MAY and BOND
CONSULTING RADIO ENGINEERS
★ ★ ★
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

OUR 18 TH YEAR
Herbert L. Wilson
Consulting Radio Engineers
1018 Vermont Ave., N.W. NA.7161
Washington 5, D.C.
1000 No. Seward St. HO.6321
Hollywood 38, Calif.

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEER
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

WILLIAM E. BENNS, JR.
Consulting
Radio Engineer
830 Gregg Street
Columbia, South Carolina
Phone 7342

SINGLETON AND BARNARD
Consulting Radio Engineers
AF FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
983 National Press Bldg. DI. 1205
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

HAROLD B. ROTHROCK
Consulting Radio Engineer
●
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

H. V. Anderson
AND ASSOCIATES
● Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

DeQuincy V. Sutton
Radio Business Consultant
2700 Conn. Ave. COlumbia 8105
Washington 8, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

GARO W. RAY
Consulting Radio Engineer
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465
Instruments and Measurements

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

John Creutz
Consulting Radio Engineer
319 Bond Bldg. REpublic 2151
Washington, D. C.

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

GRETHER RADIO ELECTRONICS CORP.
Julius L. Grether — William P. Grether
118 BROOKE AVENUE
NORFOLK 10, VIRGINIA
Phone Norfolk 26511—Nights 24408
CONSULTING RADIO ENGINEERS
AM INSTALLATION SPECIALISTS FM

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1730 Connecticut Ave., N. W.
Washington, D. C. ADams 3711

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

F A
M M
NATHAN WILLIAMS
Allocation & Field
Engineering
20 Algoma Blvd.
Oshkosh, Wisc.
Ph: Blackhawk 22

GEORGE H. JASPERT
Consultant
Broadcasting Station Management
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
Little Building Hancock 4948
Boston 16, Mass.

IN
BUFFALO
IT'S
WGR
550 K.C.
FOR
COLUMBIA

BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, N. Y.
National Representatives: Free & Peters, Inc.

PROGRAMS

TO DISCOVER and develop radio talent among youth in New York, the Police Athletic League on Oct. 26 started "The PAL Show" on WOR New York, Sat. 10:30-11 a.m., in conjunction with that station. The PAL is holding auditions at its centers and throughout patrol precincts in all the five New York boroughs to find talented boys and girls among the hundreds of thousands who participate in its activities. Each week a boy and girl, one a vocalist and one an instrumentalist, are selected to perform with the WOR orchestra and the PAL Chorus. PAL Radio Workshop presents dramatizations. Stan Lomax, WOR sportscaster, is m.c. of the new series which originates from the WOR Guild Theatre.

Scripts Sought

A NEW television repertory group is being formed by Anita Phillips, producer, and the William Morris Agency to be known as Satellite Players. It is currently in market for half-hour television scripts to be used for presentation and sale to prospective sponsors. The Players will consider scripts written by young writers between the ages of 16 and 25 who will be paid $100 per script for the showcase series which will run for 13 weeks. Scripts will be judged by Wade Arnold, assistant manager of the NBC script division; Erik Barnouw, head of the Radio Department of Columbia U.; Robert Hudson director of education, CBS; Morton Wishengrad, radio writer, and Bob Emery of DuMont Television. All scripts should be addressed to Satellite Showcase, c/o Selma Lee, William Morris Agency, 1270 6th Ave., New York.

Video Guessing Show

NEW AUDIENCE participation on television show, "Don't You Know Me," in which members of the home viewing audience try to guess the identity of hooded and cloaked individuals interviewed by two m.c.'s in the studio, is being aired at WRGB Schenectady under auspices of ABC. When answer to questions about the interviewee's work, residence, etc., reveal enough for a home viewer to think he knows who it is, viewer calls station and if guess is correct, wins prize. Six to 10 interviews are included in each half-hour telecast.

Dance Session

EDDIE COONTZ, record m.c. of KOMA Oklahoma City, who conducts full-hour afternoon program, has added a new feature. Saturday 1-2 p.m. show has been started which is followed by record dance for young set, both originating at ballroom of Biltmore Hotel. Program is sponsored by Nissen's, local shoe shop.

WCOP Arranges Broadcast

ADDRESS by Pope Pius Oct. 26 was broadcast direct to the Congress of the Cofraternity of Christian Doctrine through arrangements handled by WCOP Boston. ABC also carried broadcast.

Radio in Classroom Course

COURSE on the use of radio in the classroom has been started by Wilson Teachers College, Washington, in conjunction with WTOP that city. Carrying college credit, course is under direction of Hazel Kenyon Markel, director of community service and education for the CBS capital key.

Covers 'Pathfinder Week'

SPECIAL events and feature broadcasts were arranged by WSNJ Bridgeton, N. J., during week of Oct. 9-16, declared "Pathfinder Week" by the city which in conjunction with Pathfinder Magazine staged gala merchandising promotion. Vincent Lopez and orchestra appeared as part of celebration.

Enrolled in WTAG School

NEARLY 1,400 Worcester and Worcester County, Mass., homemakers and mothers have enrolled in the WTAG Worcester radio school, "The Growing Child." School is conducted by Dr. John E. Bell, associate professor of psychology at Clark U.

WTMV Sports Emphasis

WTMV St. Louis, which promotes itself as "located at 1490—the sports end of the dial," has started complete sports service with descriptions of all major sporting events. Scores are presented every hour. Station also features running coverage of major local hockey, boxing wrestling and football events

WRNL Cancels Commercials

WITH referendum set for Nov. 5 election on proposed change of city government as current topic of interest in Richmond, Va., WRNL that city on Oct. 22 cancelled all commercial shows after 8:30 p.m. to present from 5,000-seat Mosque Auditorium a debate on the subject. Only two living former mayors of Richmond, Dr. J. F. Bright and Gordon B. Ambler, were heard on special program. Civic organizations have been campaigning for change of government.

Messages to North

PERSONAL MESSAGES from friends and relatives for Canadians isolated in the Arctic Circle from normal means of communication, will be aired this winter from CBK Watrous, Sask., and CKY Winnipeg on Friday nights, and from CBA Sackville, N. B., Saturday nights. The "Northern Messenger" program was first aired in 1928 by KDKA, Pittsburgh, has since been carried on some Canadian stations. Program is carried for an hour before midnight.

Atomic Energy Lectures

EXPERIMENTING in adult education, KYA San Francisco, in cooperation with the U. of California and the San Francisco Chronicle, has started a series of 12 broadcasts titled "The Facts About Atomic Energy." Programs were developed from a series of lectures for the public by the university's extension division. Each lecture is edited for radio adaptation.

WWSW Treasure Hunt

TREASURE hunt series has been started by WWSW Pittsburgh as weekday quarter-hour feature under sponsorship of Thorofare Streamlined Supermarkets, local grocery chain of 75 outlets. On new five weekly show John Davis of WWSW takes wire recorder to different store, interviews four or five shoppers and gives them clues. When women complete hunt, recorder winds up period with check of results, awarding baskets of groceries to winner.

Youth Counsel Show

SERIES of weekly programs, "Youth Looks Ahead," has been started by WHAM Rochester, N. Y., in cooperation with the Rochester High Schools. Purpose of series, which features leaders in various occupational fields, is to aid students in selection of their future work. Students discuss prospective fields with adult authority on broadcast.

VD Discussed

THREE quarter-hour programs, "For Adults Only," concerning venereal disease were aired by WEAF New York Oct. 14-16, 9:30 a.m. Tex McCrary of "Hi Jinx" show interviewed Robert L. Ripley; Gene Tunney; Dr. Israel Weinstein, New York City Commissioner of Health; Albert Deutsch, medical expert of PM, and Dr. Emily Barringer.

Campus News

EACH Saturday morning teen agers from public and parochial high schools in Metropolitan Detroit area now present new quarter-hour news program on CKLW Windsor-Detroit. Participation is rotated. All phases of campus activity are covered.

Program Switches

TWO SHOWS will originate from the West Coast instead of New York effective the end of November. American Tobacco Co.'s "Lucky Strike Hit Parade," Saturday on CBS, Nov. 30 moves from New York to Hollywood. The agency, Foote, Cone & Belding, wanted to move to the coast because it is a source for singers who also are working in films. Entire cast is moving, including Mark Warnow, orchestra leader, and therefore the Army Recruiting show, "Sound-off," Thursday 8-8:30 p.m. on MBS through N. W. Ayer & Son, which also features Mark Warnow and his orchestra, will move to the coast. Charles Herbert of the N. W. Ayer office in Hollywood will produce show.

Cinderella Show

USING the fairy story of Cinderella as theme, CKMO Vancouver, B. C., has started five times weekly half-hour "Cinderella Slipper Time" from a local restaurant. CKMO interviewer, Bill Griffiths, covers tables in cafe with roving microphone and offers prizes for quiz questions, with special attention to out-of-town visitors, birthday and wedding anniversary celebrations. Search for Cinderella alows three persons to try on Cinderella slipper with a local shoe store expert on hand as judge. Cinderella treasure chest is given person whose foot fits slipper.

CBC Political Shows

FREE POLITICAL network broadcasts for the winter season have been started by CBC. Broadcasts are aired weekly under title "The Nation's Business," with political party spokesmen being heard on 15 minute programs. There are 15 broadcasts in the series, six for Liberals, five for Progressive-Conservatives, three for Cooperative Commonwealth Federation, and one for Social Credit.

Quartet Scheduled

BEGINNING Nov. 3 on CBS, The Mariners, a singing quartet composed of former U. S. Coast Guardsmen, will be heard Sun. 8:15-8:30 a.m. on their own program. In addition, beginning Nov. 4 the group will be featured regularly on the "Arthur Godfrey Show" on CBS Mon. through Fri. 11-11:30 a.m.

ABC Show Featured

NEW JERSEY Education Assn. Nov. 8 will present ABC "This Is Your FBI" program as feature attraction at its 92d annual convention in Atlantic City. N J. Teachers' convention this year will discuss use of radio as education medium. Program is sponsored by Equitable Life Assurance Society of U. S. on ABC Fri. 8:30-9 p.m.

State Societies on WARL

THIRTY state societies of the Nation's Capital last week voted to accept invitation of WARL new Arlington, Va. outlet, to participate in proposed new Sunday afternoon program, "Salute to the States." Role of each state in the history of the nation will be discussed by Congressmen, government officials and representatives of the state societies.

WFIL Series for Veterans

WFIL Philadelphia series for ex-service men, "Veterans' Information Board," has been started in Thurs. 9:30-10 p.m period. Program is being presented in conjunction with Veterans Administration, U. S. Employment Service and the Veterans Service of the Community Chest. Moderators rotate.

WCPO Town Meeting

WCPO Cincinnati Oct. 23 started in conjunction with the Hamilton County Good Government League, a series of Wednesday evening half-hour programs using "Town Meeting of the Air" format. Authorities discuss pro and con issues with studio audience participating in latter portion of broadcast.

Voters' Special

EMPHASIZING the individual's responsibility to vote in a democracy, ABC on Nov. 3, 7:30-8 p.m., will present a special program entitled "Shame of the People," written by Ira Marion.

WHYN Honored

WHYN Holyoke, Mass., has been awarded the certificate of merit from the Veterans of Foreign Wars for programs in behalf of that organization and "the national welfare."

WJR Veterans Series

WJR Detroit Oct. 20 started "Now Hear This, America," series for veterans of World Wars I and II. Heard Sun. 2-2:30 p.m. (CST), program features Ted Grace, Navy veteran, as moderator.

Miller

(Continued from page 71)

government-controlled broadcasting. If the need is apparent, then the alternative is privately developed international American broadcasting. Is that possible? Is it desirable? There would seem to be no doubt of the need, in this day of conflicting ideologies and political philosophies. When fires are burning in our neighbors houses, we do not hesitate to get out our own fire-fighting equipment.

The third question is, I think, easier to answer. If the United Nations is to function, successfully, there must be common understanding throughout the world of its purposes, its proceedings and its methods. Broadcasting will be one of the great media available for securing that understanding. There is no question in this case of competition between free radio and Government radio or even between one Government and another.

A United Nations broadcasting system could not possibly be self-supporting. The programs would have to clear boards of review made up of representatives of all participating nations. I have no hesitation in recommending our support of this project.

On the national and community level, one of the most serious problems which confronts us is that of advertising. Pursuant to the advice of the Board of Directors, I have consulted with Assistant Attorney General Wendell Berge, seeking to determine appropriate steps for establishing effective standards of practice and methods for securing their observance. We have made some progress. I have found Mr. Berge most cooperative. In our discussions we have turned up some curious facts with respect to broadcast advertising, which might well surprise our critics.

For example, Mr. Berge raised the question: What right have broadcasters to exclude from the air advertising of products which are—in the eyes of the law—perfectly lawful products?

Again, his question goes to the matter of what constitutes objectionable advertising in itself. If the script misrepresents the product, for example, then the FTC is authorized to proceed against it. But if it passes such regulatory laws with a clean bill of health, why should broadcasters combine to exclude it?

At the time I was preparing this portion of my address, I had before me a copy of the *New York Times* for Oct. 8, 1946. The total number of pages was 48, roughly equivalent to the 48 half-hour periods available during a day. Of these 48 pages, 45 contained advertising. Another page carried no advertising except that of the *Times'* own radio station. Another page carried no advertising except the subscription rates of the *Times*. Only one page was entirely free of all commercial material. Six of the 48 pages were devoted exclusively to advertising; 10 additional pages devoted at least half their space to advertising; 15 additional pages devoted at least one quarter of their space to advertising.

According to standards which have been suggested for broadcasting, this copy of an outstanding metropolitan daily was almost 100% commercial. Imagine the reaction which would come to a station which devoted three full consecutive hours to advertising; or to a station which devoted 2½ hours out of an additional five hours to advertising.

In the August 1946 number of a very conservative magazine, an article was published which was very critical of the capacity of broadcasting licensees properly to control their advertising. The display ad on the inside of the back cover page of the same magazine was of an old grandfather drinking whiskey. The broadcasters have a standard of practice which forbids the carrying of such advertising and it is a standard which, so far as I know, has been pretty well lived up to.

Wholesale criticism of broadcast advertising is completely unrealistic so far as a large number of people are concerned. Many people actually like such advertising; they believe that it is in the public interest.

More Controls

There can be no doubt that people, in substantial numbers, are demanding tighter controls on broadcast advertising than that of any other medium.

The plain fact is, of course, that broadcasting is a more effective medium of advertising than we have ever had before; it goes intimately into the home; it speaks to child and invalid; it reaches not only the privacy of the bathroom, but the family circle and the guest as well, at times both opportune and inopportune; in manner obtrusive, insistent, peremptory. Here is a new social pattern with which we have never had to deal before. It is, preeminently, that type of new social pattern which requires professional control and self-restraint—or it will get Governmental regulation, one way or another.

The striking thing about it all, the encouraging thing, is that broadcasters have already voluntarily imposed substantial restraints upon their advertising practices—and that they are willing, voluntarily, to go farther still. I have every confidence that we can take the initiative—so positively and convincingly—in the matter that we will be able to abate all just criticism.

Mr. Berge and Mr. Denny have promised to go along as far as they can in helping us to work out legal, voluntary controls. I have begun negotiations, also, toward the same end with representatives of ANA and AAAA. Dr. Cullen, of the Proprietary Association, is anxious to cooperate with us, also.

The competition for radio advertising is not going to become less, but greater. The increasing number of stations, the limited amount of available advertising and the trend of business on a downward swing will make competition more severe and the temptation to take poor quality advertising greater and greater. The newspapers have gone through this experience, as have the magazines.

Radio's Service

Again, on the affirmative side, are our plans for program development. How radio can best serve the community, is the question which we should put first in all our deliberations, as individuals and as an association. Much work has already been done by enterprising operators throughout the country. When our new Program Dept. gets under way, we shall find these demonstration jobs and give them proper publicity, so that they may serve not only their immediate purpose, but also as a convincing answer to those whose ideas of American radio broadcasting are obtained from reading the writings of our critics.

Other industry activities relate to collateral organizations, such as BMB and BMI.

ASCAP's willingness to enter into early negotiation can be attributed to the effective coordinated effort of the broadcasting industry in its support of BMI. Whatever our action may be with respect to Mr. Payne's offer, we should give first consideration to strengthening and making certain the continuance of BMI as a strong competitive factor in the field of music copyright.

I have spoken long enough. It is impossible to speak of all our problems. It is impossible even to consider all phases of those which I have selected to discuss. No doubt many of you have ideas which you would like to express—or have expressed—about each one of them. And, that brings me to another very important item; the need for careful, intelligent writing about broadcasting, by *broadcasters*.

One thing which has most impressed me is that those who have been appearing most frequently in public print—trying to tell the people about radio broadcasting—are those who know least about American life and American broadcasting.

A special writer for one of our great metropolitan dailies—apparently blissfully ignorant of the Constitution—solemnly asserts that "the element of scarcity" makes it proper for the Commission to impose regulations upon broadcasters which would be improper to impose upon newspapers.

Other writers pose the dilemma that the Communications Act requires the Commission to act in the

(Continued on page 79)

IN BUFFALO
IT'S
WKBW
1520 K.C.
FOR
AMERICAN
BROADCASTING
COMPANY

UFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, N. Y.
[illegible] Free & Peters, Inc.

The FIRST Word on Markets

Director of SALES

THE *FIRST* WORD ON MARKETS
THE *LAST* WORD ON MEDIA!

Before one cent is spent on advertising on your radio station, the man behind this door has to make a decision.

The director of sales must decide that a concentrated selling effort for his product will bring profitable results in your market.

If he finds that your market is worth a substantial *sales investment*, he will agree that it is worth a sizable *advertising expenditure.* For in every well-managed marketing program, advertising must help produce orders at the *lowest possible sales cost per unit.*

Effective media promotion logically begins with the man in charge of sales, whose approval will start the advertising dollar toward your market. His initial decision on *markets* can leave you out, or automatically count you in.

Your one sure path to the sales manager's desk is a consistent advertising campaign in SALES MANAGEMENT, the *only* publication specifically edited for the sales executives of national advertisers . . . the magazine with more sales officials among its subscribers than *all* other publications in the sales-advertising field *combined.*

Director of SALES

THE *FIRST* WORD ON MARKETS
THE *LAST* WORD ON MEDIA!

Sales MANAGEMENT
386 FOURTH AVE., NEW YORK 16, N.Y.
CHICAGO SANTA BARBARA

Fred Allen Leads In Hooper Rating

Average Sets in Use Jump In Oct. 15 Report

FRED ALLEN led the list among the first 15 evening programs in the Oct. 15 program Hooper ratings released last week, with Fibber McGee and Molly second and Bob Hope third.

Average evening sets-in-use reported was 28.2, up 4.5 from last report and down 0.3 from a year ago. The average evening rating was 9.1, up 1.7 from last report, up 0.2 from a year ago. Average available homes was 77.6, up 1.4 from last report and up 0.2 from the same period last year. The current total sponsored hour index was 70 as compared with 65½ last report, 81¼ a year ago.

The first 15 evening programs listed in the report were as follows: *Fred Allen*, 25.6; *Fibber McGee & Molly*, 24.9; *Bob Hope*, 24.7; *Charlie McCarthy Show*, 24.2; *Jack Benny*, 21.0; *Walter Winchell*, 20.9; *Screen Guild Players*, 20.0; *Radio Theatre*, 19.9; *Amos 'n' Andy*, 17.7; *Bandwagon*, 17.2; *Red Skelton*, 16.5; *Mr. District Attorney*, 16.1; *Duffy's Tavern*, 15.4; *George Burns and Gracie Allen*, 15.1; *Eddie Cantor*, 15.0.

Daytime Leaders

When a Girl Marries led the list of top 10 weekday programs in the report, with *Portia Faces Life* in second place, *Lorenzo Jones* third.

Average daytime sets-in-use reported was 16.0, up 1.3 from the last report and down 1.1 from a year ago. Average daytime rating was 4.1, up 0.4 from last report, down 0.2 from a year ago.

Average available homes was 70.2, down 1.1 from last report, down 0.6 from a year ago. The current total sponsored hour index was 83½, as compared with 84¾ last report, 86½ a year ago.

The top 10 weekday programs were: *When a Girl Marries*, 7.3; *Portia Faces Life*, 6.4; *Lorenzo Jones*, 6.4; *Ma Perkins* (CBS) 6.3; *Kate Smith Speaks*, 6.2; *Young Widder Brown*, 6.2; *Breakfast in Hollywood* (Kellogg) 6.1; *Front Page Farrell*, 5.8; *Our Gal Sunday*, 5.7; *Aunt Jenny*, 5.5; *Just Plain Bill*, 5.5; *Pepper Young's Family*, 5.5.

Admiral Profits

ADMIRAL Corp., Chicago, and subsidiary firms, has announced net profits for nine months ended Sept. 30, after Federal income taxes but before last year's renegotiation adjustments of $137,000, as amounting to $942,000. Net profits increased from $325,000 for second quarter to $584,000 for third quarter.

WU Hearing

WESTERN UNION request for up to 15% increase in message telegraph rates [BROADCASTING, Oct. 21] has been set for hearing by FCC on Dec. 2.

NORTH CAROLINA Assn. of Broadcasters meeting at Durham, N. C., attracted (l to r): Richard H. Mason, WPTF Raleigh, past president and member of Executive Committee; A. D. Willard Jr., executive vice president, NAB; Harold Essex, WSJS Winston-Salem, re-elected secretary-treasurer; Richard A. Dunlea, WMFD Wilmington, re-elected vice president; Charles Crutchfield, WBT Charlotte, chairman of Convention Committee; J. Frank Jarman, WDNC Durham, re-elected president, and Bryce Beard, WSTP Salisbury, past president and member of Executive Committee.

NCBS Outlets Are to Affiliate With Mutual Effective Friday

EFFECTIVE November 1, all or most of the stations now affiliated with North Central Broadcasting System [BROADCASTING, Oct. 21] will drop out of the regional network and sales organization headed by John W. Boler, to announce affiliation with a national sales representative and association as outright affiliates of Mutual.

Walker to Represent

MBS has serviced 19 of the NCBS affiliates through leased wires of North Central. The network has a contract which expires December 31, 1946.

The national sales organization was selected following a pre-NAB convention meeting, Sunday in the Palmer House.

Previously associated with North Central have been KGCX Sidney, Mont.; KLPM Minot, N. D.; KDLR Devils Lake, N. D.; KGCU Bismarck-Mandan, N. D.; KOVC Valley City, N. D.; KABR Aberdeen, S. D.; KVOX Moorhead, Minn.; KGDE Fergus Falls, Minn.; WATW Ashland, Mich.; WJMS Ironwood, Mich.; WHDF Calumet, Mich.; WDMJ Marquette, Mich.; WDBC Escanaba, Mich.; KICD Spencer, Ia.; KVFD Fort Dodge, Ia.; KWLM Wilmar, Minn., and KWNO Winona, Minn.

Also Heads MVN

Mr. Boler, in addition to being chairman of the board, is president of the Mississippi Valley Network which functioned briefly from February until July as a regional network originating *Town and Country Time* from WLOL Minneapolis. The network is not now operating as such but is still owned by Mr. Boler.

The NCBS board chairman was invited to attend the meeting of the NCBS affiliates Sunday but failed to make his appearance.

The move by the NCBS affiliates to divorce themselves from Mr. Boler's organization came less than a week after suits to recover sums estimated variously at $160,000 to $200,000 due for business placed by the network since January 1, 1946.

Mr. Boler successfully checked an attempt of five of the affiliates—KABR KGCU KVFD KDLR and KGDE—to place him in involuntary bankruptcy by obtaining a restraining order from U. S. District Court, in St. Paul on his motion to reorganize the network. The federal court also appointed a temporary receiver and set November 15 as the date for oral arguments on Mr. Boler's motion.

Affiliates Meet

Meanwhile, representatives of the NCBS affiliates, including A. A. Fahy of KABR, W. S. Russell, KGCU, and Ed Breen, KVFD, who were elected as temporary trustees of the network last Aug. 19, met with Carl Haverline, vice president in charge of station relations for MBS, to discuss the possibility of becoming affiliated with Mutual as a group. Mr. Haverlin is reported to have rejected this proposal on the grounds that the network preferred to have its contractual obligations on an individual basis.

Mr. Haverlin told the delegates that each station would be welcome to sign such contracts and that the network had no objection, nor any interest in the stations operating as a regional organization on national spot or program business not placed by the network.

Wythe Walker, president of The Walker Co., said he had been approached by representatives of the former NCBS affiliates and that "an agreement was shortly to be reached" announcing the appointment of the company as national sales representatives.

Radio Dramatics

COURSE in radio dramatics offered by UCLA Extension Division starts Oct. 29. Norman Randolph Field, Hollywood freelance actor-producer, is instructor.

65

65 sponsors signed up during first month!

THE BIG RUSH IS ON TO JOIN THE

Esquire
Fashion Parade*

***A great new 15 minute weekly transcribed program specially built by Esquire to make your sponsor the dominant men's wear advertiser in his market! Featuring . . .**

Sparkling Entertainment—with top-flight music—vocal, instrumental . . the best of talent every week.

Big Name Guest Stars—from radio, stage, screen and the world of sports. *Orson Welles, Dinah Shore, Basil Rathbone, Milton Berle, Ezio Pinza* and many other celebrities whose names mean LISTENING!

Fashions—a timely fashion review every week by O. E. Schoeffler, famed Esquire fashion editor, to tie in with sponsor's merchandising.

Terrific Esquire Promotion—complete kit of newspaper ads, commercials, publicity releases, merchandising tie-ins, etc., furnished by Esquire every week.

Available on Exclusive Basis—with full protection for your client

Enthusiastic reports are coming in from all over the country. The consensus: "Esquire Fashion Parade" is a *smash-hit*—as an audience building program, as a result-producer for sponsors! It's going to town in Philadelphia (KYW), Detroit (CKLW), Baltimore (WFBR), San Francisco (KFRC), Milwaukee (WTMJ) and in 60 other important markets coast-to-coast. It can do as big a job on your station!

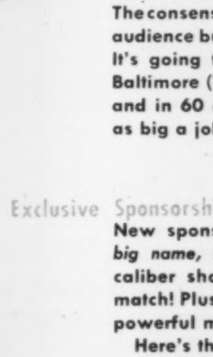
Exclusive Sponsorships Going Fast . . . **Quick Action Urged . . .** **New sponsors are being closed every week. Because it's *big name, big time radio—at local radio prices*—a network caliber show no competitor's local program can possibly match! Plus the sales and prestige building value of Esquire's powerful merchandising and promotion support.**

Here's the ideal show to land that hard-to-get men's wear sponsor on the dotted line—at a price he can afford. Don't wait. Grab it for your client. Send for complete details, prices and audition platter today. Phone, wire or write

Byron A. Bonnheim, Radio Director

Esquire

919 N. Michigan Ave., Chicago



© COPYRIGHT ESQUIRE INC 1946

KFMB
Sells
SAN DIEGO

Going Up! 1946
U. S. Census shows
San Diego metropolitan
district with post-war civilian population of 465,720.
San Diego city population jumps
78% over 1940! This lucrative market is yours
"from the inside"
with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

The Texas Rangers

SELL
BREAD*
ON
KWTO
Springfield, Mo.
* TAYSTEE!

NEW YORK OFFICE
475 Fifth Avenue
An Arthur B. Church Production
HOTEL PICKWICK, KANSAS CITY 6, MO.

PROMOTION

DELPHINE CARPENTER, former acting promotion manager of the Washington, D. C., Post has been appointed WJZ New York promotion manager. Prior to her association with the Washington Post, Miss Carpenter was war bond promotion specialist in the Motion Picture and Special Events Section of the War Finance Division, Treasury Dept., and before that she was a copywriter for Fulton, Morrissey Co., Chicago.

MAURY BAKER, former assistant director of public relations for the American Red Cross in San Francisco, has joined KGO San Francisco as assistant to **ROBERT F. LAWS**, promotion and publicity manager. He replaced **BILL SHAFTNER**, resigned.

MURRY HARRIS, former managing editor, New York Radio Magazine, and one-time NBC script editor, has joined WEAF New York, NBC key, to handle field exploitation.

HENDRICK SOULE of promotion department of WFBL Syracuse, N. Y., is father of a girl, Carol Birdseye.

MARION PARSON joins promotion department of WCOP Boston to work on merchandising under **HARRY D. GOODWIN**.

Talent Search

COOPERATING with the Chicago Times, WMAQ Chicago will help select outstanding girl vocalists who will be given opportunity to compete for a guest appearance on the "Bob Hope Show" NBC Tues. 9-9:30 p.m. (CST). Contest is being held as part of the newspaper Harvest Moon Festival, amateur dancing and singing tournament, which will be climaxed Nov. 25 with a huge festival. Vocalists who appear at the finals will be survivors of a three-week series of broadcast auditions conducted by WMAQ. Five girls selected after preliminary screening of entries will be heard on each of three broadcasts scheduled for Oct. 28, Nov. 4 and 11. Bob Hope will appear at festival Nov. 23 to select vocalist who will appear on his program. Winner will be sent to Hollywood, all expenses paid, and will have a chance to replace Frances Langford as Mr. Hope's permanent singer.

WQXR Concerts

WQXR New York has invited the 4,500 members of the station's Advisory Committee to attend three concerts featuring an enlarged WQXR symphony orchestra under the direction of Leon Barzin. The Advisory Committee came into being as a result of response to a questionnaire sent by the station in Sept. 1945 to 11,400 persons selected at random from 26,000 subscribers to the station's monthly program booklet. A total of 3,493 persons answered the questionnaire which listed 82 queries on listener preferences and 85% of those who replied added comments and suggestions on policy. Station then invited those who answered the questionnaire to become members of a committee to give opinions by mail on programs.

Station Promotion Contest

CASH PRIZE of $500 or a week's vacation in New York will be awarded to station promotion manager turning in the best explotiation job on "So You Want to Lead a Band" between Oct. 20 and Dec. 20. Program is broadcast on ABC Wed. 9-9:30 p.m., sponsored by William R. Warner Co., New York (Hudnut Cosmetics) placed by Roche, Williams & Cleary, New York. Entries in the station promotion contest are due Jan. 1, will be judged on originality of ideas and extent of coverage.

WAGA-Chesterfield Stunt

TEN-DAY promotion stunt staged by WAGA Atlanta, Ga., and Liggett & Myers Tobacco Co. at Southeastern World's Fair in Atlanta, titled "Chesterfield Grove" attracted an estimated 42,000 persons. Continuous entertainment from 1:15-11 p.m. daily and several daily broadcasts were featured at the Grove, to which no admission was charged. Free Chesterfield cigarettes also were distributed.

PART OF the variety of promotion stunts devised to boost new ABC Bing Crosby series was plastering of Brown Derby's gallery of personality photos with 1,004 likenesses of Mr. Crosby, here observed at the Hollywood restaurant by (l to r): Hank Booraem, Hollywood manager of Hutchins Inc., agency servicing Philco Co., sponsor of Crosby series; Norman Nelson, ABC promotion staff member who originated idea, and Jack O'Mara, network's Western Division promotion manager. Another stunt was issuing of Crosby pennies throughout Los Angeles and San Francisco areas. The pennies on reverse side bore sticker reading "Bing Crosby, 9 p.m. Wed." and call letters of local affiliate carrying new disc show.

RCA Victor Boosts Film

RCA VICTOR and Republic Pictures Corp. are promoting the Frank Borzage technicolor production, "I've Always Loved You," which highlights the artistry of Arthur Rubinstein, pianist, through extensive RCA dealer cooperation and nation-wide coverage. RCA Victor dealers throughout the country are featuring window displays consisting of reproductions of oil paintings of Rachmaninoff and Arturo Rubinstein and are promoting the sale of albums of the Rachmaninoff 2d Piano Concerto, highlighted in the picture, as played by Mr. Rubinstein with the NBC symphony orchestra. Sept. 22 RCA Victor broadcast on 147 NBC stations was devoted entirely to "I've Always Loved You" and the firm's "Music You Want" programs, heard on 55 stations, has been featuring music played in the picture.

Birthday Greeting

GIFT PACKAGE containing a diaper, birth announcement, a rattle and a safety pin has been sent by CFBC St. John, B. C., to advertising agencies and advertisers to announce its plans for beginning of operations sometime this fall. Station is assigned 5 kw on 930 kc, is owned by Fundy Broadcasting Co. with Norman Butterill as "doctor who is going to look after" the new station.

Time to Spare

BILL TRAUM, promotion manager of WROK Rockford, Ill., has a habit of winning watches it would seem. This summer he was awarded a wrist watch in promotion contest conducted for Tom Breneman's ABC "Breakfast in Hollywood." Now he has won first prize in another promotion contest, that for Longines-Wittnauer "The World's Most Honored Flights." The award—another watch.

Screwdriver

MINIATURE screwdriver adorns latest promotion folder issued by WIBW Topeka, Kan. Cover illustration shows wife tinkering with radio while husband reads paper. Copy slant, "For small repair jobs in the home or office, this miniature screwdriver is a mighty handy tool . . .", follows through on the inside ". . . and for big selling jobs (such as selling the Kansas market) WIBW is the most effective sales tool you can use." Card is included for requesting additional screwdrivers, current and near-future availabilities or a copy of Dr. Whan's new study of "The Kansas Radio Audience of 1946."

WHN Magazine Tie

WHN New York, in cooperation with MacFadden Publication, New York, will issue a monthly calendar listing the outstanding sports events on the station, effective with the November issue of "Sports Magazine." The calendar will be inserted in the copies of "Sports" going to subscribers in the WHN listening area.

Promotion Discs

TO BUILD interest in NBC network programs, KMJ Fresno, Calif., has developed its own promotion series. Featuring transcribed interviews by Walter Cave, station special events director, format is built around chats with radio stars recorded in Hollywood.

KIST Card and Folder

TO FAMILIARIZE agencies and representatives with KIST Santa Barbara, Calif., station has released rate card No. 1 accompanied by promotion folder of market data. In addition to data, folder contains reproductions of letters by Santa Barbara merchants to national manufacturers and distributors asking them to have KIST included in NBC station list carrying their programs.

Featured Dishes

PROMOTING its nightly review show, "New York Panorama," which features Maurice Dreicer covering activities of New York theaters, movies, night clubs and restaurants, WWRL New York is presenting certificate awards to Manhattan restaurants for an outstanding dish. Certificates list the restaurant and featured dish and are mounted for window display.

WISN Folder

FOUR-PAGE two color folder on the "Ann Leslie Scrapbook" program of WISN Milwaukee has been prepared for the station by The Katz Agency, station representative. Review of the twice-daily, five-weekly show, on the air for more than 10 years, is presented along with past sponsors and timebuying facts.

Story of Northwest

USING big, fuzzy bear as character theme, story of the Northwest is told in picture and narrative in new promotion folder of KHQ Spokane, Wash., prepared by The Katz Agency, station representative. Market and coverage data of station conclude piece.

Sylvania Poster

THREE-COLOR window display sheet boosting Sylvania tubes is being distributed to more than 54,000 dealers, service shops, jobbers and distributors by Sylvania Electric Products through its house organ, Sylvania News. Poster uses theme of "The Happy Radio Home."

Phone Announcement

CAPTIONED "Something Wonderful has Happened," an announcement was sent out last week by O'Brien & Dorrance, New York, informing the industry that "the New York Telephone Company (bless its busy little circuits) has finally given us a telephone all our own." Firm can now be reached in New York by calling Plaza 9-3943.

WTAG Letter Contest

A HUNDRED free tickets to the Young People's Concert of Worcester Music Festival are being watched by WTAG Worcester, Mass., in promotion of its program to explain the classics to children, "Make Friends With Music." Writers of 50 best letters on "Why I want to go to the Young People's Concert" will be presented pair of tickets.

News Presentation

ILLUSTRATED folder on radio news and how it is gathered and presented by WTMA Charleston, S. C., is being distributed to advertising agencies by the station. Piece emphasizes experience of WTMA staff and station's up-to-date facilities.

Miller

(*Continued from page 75*)

public interest in granting or refusing licenses; that if the Commission decides that editorializing over the radio is not in the public interest, then what on earth can the Commission do but act in the public interest? To such simple minds, the fact that a law must be interpreted consistently with the Constitution is of no importance.

One favorite subject, recently much discussed, is the supposedly large incomes of broadcasters. Probably a considerable number of licensees are operating in the red. Perhaps a few are making too much. The question is how should "too much" be measured? If a man becomes President of the United States or a member of the Communications Commission has he achieved *too much* of fame and power? If an inventor succeeds fabulously, while another fails miserably, has the first achieved too much?

Limitation?

Should the gold miner be limited to 5% on the value of the pan in which he washes gravel; the doctor to a percentage of his physical equipment; the lawyer to an amount measured by the value of his library, his desk and his chair? What of the university professor, the newspaper editor? Should the writer of a best seller have his returns clipped to an income appropriate to the value of a second-hand typewriter? What becomes of those great capacities of the American people which developed radio broadcasting from an interesting gadget to a great American institution and which, among other things, made it possible for us to win the war? When we talk of tying our people down to income returns which a bedridden paralytic might properly receive on an investment in preferred stocks, is it proposed that we abandon the values of "know-how," of imagination, of courage, of salesmanship, of enterprise, which have made America the nation which it is?

One of our great weaknesses, compared with the press and other printed media, is that a radio broadcast is heard for a fleeting moment of time and then is dissipated. But it is not necessary that this continue to be true. Perhaps in our new Program Department we can devise ways and means of preserving scripts, printing them in permanent form, distributing them to libraries and to interested persons. Radio broadcasting has become a necessary adjunct of the press in transmitting information; there is no reason why printing should not become an adjunct of broadcasting in preserving it.

The free lance cynics, the frustrated Don Quixotes, the horseflies of American life play a useful part in applying the gad to entrenched self-interest and complacent sycophancy, but the picture which they paint is a purposely distorted caricature. In order to preserve a decent balance, it is necessary that someone describe the true values of American broadcasting.

We need, badly, more writing and realistic writing about broadcasting, by persons who are acquainted with American laws and with American people; by persons who know how a broadcasting station operates; who have had experience in talent scouting, in program building, in program financing; who are informed about, and sympathetic to, our way of life. It is, indeed, a challenge and an opportunity.

DIRECTING discussion at Sales Managers Committee meeting were (l to r): Arthur Hull Hayes, WABC New York; James V. McConnell, chairman, NBC; Frank E. Pellegrin, NAB director of broadcast advertising.

Shaw Incomplete

APPLICATION by Bruno Shaw, former CBS commentator who now has a 15-minute commentary (Mon., 9-9:15 p.m.) on WNEW New York, for a new 10-kw station on 620 kc in New York City [BROADCASTING, Sept. 23], was returned to Mr. Shaw last week by the FCC as "incomplete."

CUT OFF for five years by the war, KZRH Manila is now reaffiliated with NBC. On Dec. 1 it will increase from 1 to 10 kw, covering Australia, South China Coast and Dutch East Indies. At signing (l to r) are: Bert Silen, president and general manager, KZRH; James V. McConnell, NBC director of national spot sales; Sheldon B. Hickox Jr., NBC manager of station relations, and Willan C. Roux, NBC manager of national spot sales.

Lewis Warns NAB Of Air Propaganda

Broadcasters Should Know News Experts, He Says

WARNING that American radio could well become one of Russia's strongest agents for propaganda, Fulton Lewis jr., MBS commentator, warned delegates to the NAB Convention Tuesday against indifference to the public and private backgrounds of news experts.

Speaking under the sponsorship of the Chicago Radio Management Club, Mr. Lewis traced the background of Russia's present dominance of Europe and termed it identical to the political methods used by Hitler and Mussolini to gain power.

One of their most effective weapons, he declared, was the Government controlled radio. Under dictatorship radio cannot be free to express the people's will, he said.

Mr. Lewis said it was the duty of every broadcaster to personally know the sources of income of those who analyze or comment on international problems and to make available to the public their educational and social philosophies.

He told the 300 broadcasters who attended the 8 a.m. breakfast that each station should support the United Nations in order to avoid the threat of another world conflict. Subject of Mr. Lewis' talk was "Clinical Indications of World War III."

TBA Granted

FCC upon request of Television Broadcasters Assn., waived until Dec. 31, Sec. 3.661(a) of the Commission's rules requiring video stations to broadcast 28 hours weekly. Present waiver expires Oct. 31. Simultaneously, the Commission denied a Television Productions Inc. request to waive requirements of Rule 4.182, with respect to making charges by experimental television stations.

Postwar Manila Radio Has Overcome Obstacles

BACK for equipment shopping tour of the United States is Bert Silen, Manila radio operator who blew up his own station to save it from Jap hands, and was imprisoned with his wife and three daughters in Santo Tomas. He was subsequently manager of news and special events at KPO San Francisco until his return to Manila early this year to put station KZRH in operation atop a seven-story building which was a three-walled shambles when he arrived. The station, now in active operation and affiliated with NBC, has more than 140 sponsors, with broadcasts in English, Chinese and numerous Philippine dialects.

Lacking telephone lines, Mr. Silen feeds his programs from the studios to the transmitter eight miles away by FM.

WWSW continues to put public service first, although leading all Pittsburgh stations in total sponsored time.

WE maintain thirty regular "pick-up points" for remote broadcasts of important public-interest features.

SPORTS coverage is complete, with play-by-play broadcasts of baseball, football, hockey and other major sports.

WHEN you want intimate coverage of this rich industrial market, include WWSW—Pittsburgh's only 24-hour station.

Represented by Forjoe and Company

WWSW, INC.
PITTSBURGH, PA.

This Is

WEST TEXAS

Radio Families:

1940 77,279
1946 98,280

Served by the West Texas Network—

KRBC *Abilene* 61.1%
KBST *Big Spring* 57.0%
KGKL *San Angelo* 62.0%

All day average of Listening Homes distribution. (Robert S. Conlan & Associates.)

Affiliated with
ABC MBS TSN

Represented by
JOHN E. PEARSON CO.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND SOON—

5000 WATT OUTPUT!

JOS. WEED & CO.,
350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX NOVA SCOTIA

did you say KSFO
yes — on 5-6-0

Everyone likes music

KSFO

SAN FRANCISCO
represented by
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

WCKY

the 50,000
watt voice
of Cincinnati

AGRICULTURAL

WE'VE BEEN PROGRAMMED FOR THE FARMER FOR 20 YEARS. THAT'S WHY WIBW-ADVERTISED GOODS SELL SO WELL IN KANSAS AND ADJOINING STATES.

WIBW The Voice of Kansas *in* TOPEKA

Decisions . . .

OCTOBER 17
BY COMMISSION EN BANC
Commercial Television

The Associated Broadcasters Inc., San Francisco, Calif.—Granted CP for a new station; Channel (No. 5), 76-82 mc; visual power—23.6 kw, aural 12.6 kw; antenna 583 feet, on top of Mark Hopkins Hotel; main studio to be located in Mark Hopkins Hotel.

* * *

Upon consideration of a request by Television Broadcasters Assn. Inc. for waiver until Dec. 31, 1946 of Sec. 3.661(a) of the rules, the Commission ordered that Sec. 3.661(a) be amended by adding a footnote to the end of the section as follows, said order to be made effective Oct. 31, 1946:

> "1 The requirements of Sec. 3.661(a) are waived until December 31, 1946."

The Commission denied a request of Television Productions Inc. to waive the requirements of Rule 4.182 with respect to making of charges by experimental television stations.

FM Conditional Grants

Voice of the Orange Empire Ltd., Santa Ana, Calif.—Adopted an order granting petition for leave to amend its application to request a Class A instead of a Class B station; the amendment was accepted and a conditional grant authorized for a Class A station, subject to further review and approval of engineering details, and application removed from hearing docket.

FM Radio and Television Corp., San Jose, Calif.—Adopted an order authorizing a conditional grant for a Class B station, subject to engineering conditions.

Greater Muskegon Broadcasters Inc., Muskegon, Mich.—Authorized a conditional grant for a Class B station, subject to further review and approval of engineering details.

R. G. LeTourneau, Longview, Tex.—Authorized a conditional grant for a Class B station, subject to further review and approval of engineering details.

Western Waves Inc., Seattle, Wash.—Same.

FM CONSTRUCTION PERMITS

The following were authorized full construction permits; conditions (see story last issue):

Tribune Building Co., Oakland, Calif.; Delaware Bcstg. Co., Wilmington, Del.; Southern Media Corp., Coral Gables, Fla.; Wabash Valley Bcstg. Corp., Terre Haute, Ind.; Winchester Sun Co. Inc., Winchester, Ky.; Leonard A. Versluis, Grand Rapids, Mich.; WJIM Inc., Lansing, Mich.; *The Argus-Press Co., Owosso, Mich.; Southern Minn. Bcstg. Co., Rochester, Minn.; *Civic Bcstg. Corp., Syracuse, N. Y.; Parker Bros. Inc., Ahoskie, N. C.; Eastern Carolina Bcstg. Co. Inc., Goldsboro, N. C.; Lucian E. Kinn, Fostoria, Ohio; *Central Williamette Bcstg. Co., Albany, Ore.; Siskiyou Bcstg. Co. Inc., Ashland, Ore.; *WKST Inc., New Castle, Pa.; Union Bcstg. Co., Scranton, Pa.; Piedmont Bcstg. Corp., Danville, Va.; *Green Bay Newspaper Co., Green Bay, Wis.; *WHBY Inc., Green Bay, Wis.; WJMC Inc., Rice Lake, Wis.

Non-Commercial Educational

Fordham U., Bronx, New York—Granted CP for a new station to operate on Channel (No. 211), 90 mc, power 3.5 kw, antenna height: 200 feet.

OCTOBER 17
BY COMMISSION EN BANC

WCAU and WCAU-FM Philadelphia, Pa.—Granted consent to assignment of license and transfer of ownership of standard station WCAU and FM station WCAU-FM from WCAU Bcstg. Co. to the Philadelphia Record Co., for a consideration of $6,000,000 cash for 1,000 shares (all) of assignor's stock. Assignee also to assume responsibility for the payment of current liabilities less certain reserves. (Commissioner Walker voting "no".)

WHBQ Memphis, Tenn.—Granted consent to assignment of license and transfer of ownership of station WHBQ from Bcstg. Station WHBQ Inc. to Harding College, for a consideration of $300,000 for 1,000 shares (all) of outstanding capital stock.

WINS New York—Granted consent to assignment of license and permit of WINS from The Crosley Corp. to The Crosley Bcstg. Corp., a newly organized subsidiary of The Crosley Corp.

---

*In lieu of previous conditions specified.

ACTIONS OF THE FCC

OCTOBER 17 to OCTOBER 24

ACTION IN DOCKET CASES

The Commission announced adoption of a proposed decision looking towards the grant of the following applications:

AM—1370, 1380 kc

United Bcstg. Co., a co-partnership composed of George Mardikian, George Snell, Bernard Floyd Farr, S. A. Melnicoe and Alfred Aram for a new station in San Jose, Calif., 1370 kc, 1 kw, unlimited time, DA, and DeHaven, Hall and Oates, for a new station in Salinas, Calif., to operate on 1380 kc, 1 kw, unlimited time, DA.

* * *

Applications of the following are proposed to be denied: FM Radio and Television Corp., San Jose, Calif., for a new station to operate on 1370 kc, 1 kw, U-DA; Broadcasters Inc., San Jose Calif., for a new station to operate on 1370 kc, 1 kw, DA-U.

Central Calif. Broadcasters Inc. (KRE), Berkeley, Calif., to change frequency from 1400 to 1380 kc, and increase power from 250 w to 1 kw, DA, U.

* * *

AM—1490 kc

There was also adopted a proposed decision (B-285), looking towards a grant of a new station to Nathan J. Cooper to operate on 1490 kc, 250 w, unlimited time, in Morganton, N. C., and denial of a mutually exclusive application by Beatrice Cobb for the same facilities.

* * *

AM—590 kc

KSUB Cedar City, Utah—Granted change frequency from 1340 to 590 kc, change power from 250 w to 1 kw day, 250 w night, and install a new transmitter.

KFXM San Bernardino, Calif.—Granted change frequency from 1240 to 590 kc, increase power from 250 w to 1 kw; install new transmitter and DA for night use, and change transmitter location.

AM—1290 kc

San Bernardino Bcstg. Co. Inc., San Bernardino, Calif.—Granted CP new station to operate on 1290 kc, 1 kw, unlimited time, DA.

AM—590 kc

The Star Bcstg. Co. Inc., Pueblo, Colo.—Granted CP new station to operate on 590 kc, 1 kw, unlimited time, DA-night.

AM—570 kc

KLAC Los Angeles, Calif.—Granted change power from 1 kw unlimited time, to 1 kw-night, 5 kw-LS, change transmitter and transmitter site, operating on 570 kc.

* * *

AM—1340, 1580 kc

An order was also adopted granting the application of Tifton Bcstg. Corp. for a new station in Tifton, Ga., to operate on 1340 kc, 250 w, unlimited time, and an order granting the application of Frank R. Gibson for a new station at Lake Charles, La., to operate on 1580 kc, 1 kw, unlimited time, DA.

OCTOBER 18
BY THE SECRETARY

WSAU Wausau, Wis.—Granted modification of CP to extend commencement date to 11-30-46.

WCSH Portland, Me.—Granted license to cover CP which authorized installation of an auxiliary transmitter.

WLBR Lebanon, Pa.—Granted modification of CP, which authorized a new station, for extension of completion date to 12-7-46.

WGAC Augusta, Ga.—Granted modification of CP for extension of completion date to 1-3-47.

KSRV Ontario, Ore.—Granted modification of CP, which authorized a new station, to extend completion date to 12-6-46.

WHDL Town of Allegany, N. Y.—Granted CP to install a new transmitter.

WHAN Charleston, S. C.—Granted modification of CP, which authorized a new station, for approval of antenna, approval of transmitter location at Savannah Highway, St. Andrew's Farm, near Charleston, and to specify studio location at 152 Market St., Charleston.

KBWZ Mobile, Area of Seattle—Granted CP for a new relay broadcast station; condition.

Ashbacker Radio Corp., Portable, Area of Muskegon, Mich.—Granted authority to make changes in automatic frequency control units; condition.

WLAR Athens, Tenn.—Granted authority to make changes in automatic frequency control units; condition.

KMHL Marshall, Minn.—Granted modification of CP, which authorized a new station, to make changes in antenna and change type of transmitter; conditions.

WOPK Marietta, Ohio—Granted modification of CP, which authorized a new station, for approval of antenna, approval of transmitter location at 1.9 mi. E.NE of center of business district of Marietta and approval of studio location at 2nd and Putnam Sts., Marietta.

KAWT Lowell, Ariz.—Granted modification of CP, which authorized a new station, for approval of antenna, change type of transmitter, and for approval of transmitter location 2.4 mi. West of Douglas, Ariz. on U. S. Highway 80.

WKST New Castle, Pa.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

KCOL Fort Collins, Colo.—Granted modification of CP, which authorized a new station, to change type of transmitter to Composite, approval of antenna and approval of transmitter location West of City of Ft. Collins.

WCKB Dunn, N. C.—Granted modification of CP, which authorized a new station, for approval of antenna, approval of transmitter site at near Dunn, and to specify studio locations as near Dunn, N. C.

KIEM Eureka, Calif.—Granted CP to install a new transmitter and new vertical antenna with FM antenna mounted on top; conditions.

KTFS Texarkana, Tex.—Granted modification of CP, which authorized a new station, to change type of transmitter, for approval of antenna and for approval of transmitter location.

WNAX Yankton, S. D.—Granted CP to install a new transmitter.

WMMJ Peoria, Ill.—Granted modification of CP, which authorized a new station, to change transmitter location to E½ of NE¼ of Sec. 23, Twp. 26W, Range 4W E. of Peoria, and approval of studio location at Cor. of Fulton and Jefferson St., Peoria; and extend commencement and completion dates to 60 and 180 days after grant, respectively.

WKTD Glenns Falls, N. Y.—Granted modification of CP, which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Dix Ave., Glens Falls.

KSEM Moses Lake, Wash.—Granted modification of CP which authorized a new station, to change transmitter and studio locations to about 7 acres in SE Corner of Govt. Lot 3, Sec. 21, Twp. 19 N, Range 28 EWM, Moses Lake.

W3XF Springfield Twp., Pa.—Granted modification of CP, which authorized a new experimental television station, for extension of commencement and completion dates to 10-1-46 and 4-1-47 respectively.

Fisher's Blend Sta. Inc., Seattle, Wash.—Granted modification of FM CP, which authorized a new station, to change date of required commencement of construction to 10-26-46.

WATX Ann Arbor, Mich.—Granted modification of CP, which authorized a new non-commercial educational broadcast station, to change type of transmitter and make changes in antenna system.

WSTV Steubenville, Ohio—Granted CP to make changes in antenna and for erection of FM antenna on top of AM tower.

KEVR Seattle, Wash.—Granted license to cover CP, which authorized increase in power, installation of new transmitter, DA for day and night use and change in transmitter location; conditions. Also granted application.

WABI Bangor, Me.—Granted modification of CP, which authorized increase in power, etc., for extension of completion date to 11-18-46.

WAYX Waycross, Ga.—Granted modification of CP, for extension of commencement and completion dates to 10-20-46 and 5-20-47, respectively.

WPAG Ann Arbor, Mich.—Granted CP to install FM antenna on top of present AM vertical radiator.

WPDQ Jacksonville, Fla.—Granted modification of CP for extension of completion date to 1-15-47.

WKRM Columbia, Tenn.—Granted modification of CP, which authorized a new station, for approval of antenna, change type of transmitter, approval of transmitter location at 1 mi. SW of Columbia, E. side of U. S. Highway 43, and change in studio location to 1 mi. SW of Columbia, E. side of U. S. Highway 43; conditions.

WBHF Carterville, Ga.—Granted license to cover CP which authorized a new station on 1450 kc, 250 w U. Also granted application; conditions.

WWNC Asheville, N. C.—Granted modification of CP for extension of completion date to 4-20-47.

WWGR Bainbridge, Ga.—Granted license to cover CP, which authorized a new station on 1490 kc, 250 w, unlimited time, and for change of studio location to Callahan Bldg., Broad St., Bainbridge; conditions. Also granted application.

W9XG W. Lafayette, Ind.—Granted modification of CP for extension of completion date to 9-24-47.

WCBS-TV New York City—Granted CP to install new visual transmitter.

WWWB Jasper, Ala.—Granted modification of CP, which authorized a new standard station, for extension of completion date to 12-20-46; conditions.

WHBC Canton, Ohio—Granted modification of CP to change transmitter location to R.R. North Industry, Richville Road, SW¼ Sec. 25, Perry Twp., Canton.

KTSC Tucson, Ariz.—Granted modification of CP, which authorized a new station, for approval of antenna and transmitter location at Block 51, SE Corner intersection Stone Ave. and 4th St., Tucson, and change studio location to 728 N. Stone St., Tucson.

KAFY Bakersfield, Calif.—Granted modification of CP to change type of transmitter.

WDMJ Marquette, Mich.—Granted CP to install a new transmitter.

WLBC Muncie, Ind.—Granted CP to make changes in vertical antenna, mount FM antenna on top of AM tower and change studio location to U. S. Highway 35, SE of City of Muncie.

WCTT Corbin, Ky.—Granted modification of CP which authorized a new station, to make changes in antenna and to change type of transmitter; conditions.

WBEJ Elizabethton, Tenn.—Granted license to cover CP which authorized a new station on 1240 kc, 250 w U, and approval of studio location at 626½ Elk Ave., Elizabethton; conditions. Also granted application.

WNVA Norton, Va.—Granted license to cover CP which authorized a new station on 1450 kc, 250 w U, and approval of studio at Natl. Bank Bldg., Norton. Also granted application. Conditions.

KCBC Des Moines, Iowa—Granted modification of CP to change type of transmitter.

WCOL Columbus, Ohio—Granted CP to install an FM antenna on top of present AM tower. Also granted CP to move old main transmitter to 600 ft. South of the Factory Bldg., at 555 W. Goodale St. (present location of main transmitter) to be used as an auxiliary with power of 250 w.

WNAD Norman, Okla.—Granted CP to make changes in antenna and mount FM antenna on top of AM antenna.

OCTOBER 18

BY THE COMMISSION

AM—820 kc

South Central Bcstg. Corp., Evansville, Ind.—Granted CP for a new station to operate on 820 kc, 250 w, daytime only, subject to engineering conditions.

AM—1490 kc

Bradford Publications Inc., Bradford, Pa.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

AM—1490 kc

Walterboro Bcstg. Co., Walterboro, S. C.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

AM—1430 kc

The Lansing Bcstg. Co., Lansing, Mich.—Granted CP for a new station to operate on 1430 kc, 500 w, daytime only, subject to engineering conditions.

AM—1110 kc

Theodora Townsend, H. H. Thompson and Geo. L. Young, a partnership d/b as Inter-City Bcstg. Co., Providence, R. I.—Granted CP for a new station to operate on 1110 kc, 1 kw, daytime only, subject to engineering conditions.

AM—1290 kc

Ken-Sell Inc., West Palm Beach, Fla.—Granted CP for a new station to operate on 1290 kc, 1 kw, daytime only, subject to engineering conditions.

AM—830 kc

Kennett Bcstg. Corp., Kennett, Mo.—Granted CP for a new station to operate on 830 kc, 1 kw, daytime only.

AM—1230 kc

Idaho Falls Bcstg. Corp., Idaho Falls, Ida.—Granted CP for a new station to operate on 1230 kc, 250 w, unlimited time, subject to engineering conditions.

AM—1400 kc

Eastern Idaho Bcstg. and Television Co., Idaho Falls, Ida.—Granted CP for a new station to operate on 1400 kc, 250 w, unlimited time.

AM—1490 kc

J. C. Rothwell, Littlefield, Tex.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

AM—1090 kc

Effingham Bcstg. Co., Effingham, Ill.—Granted CP for a new station to operate on 1090 kc, 250 w, daytime only, and denied petition of KTHS, West Memphis, Ark., requesting that this application be designated for hearing and for leave to intervene.

AM—900 kc

Radio Kentucky Inc., Louisville, Ky.—Adopted an order granting petition of Radio Kentucky Inc. requesting severance from consolidated hearing of its application, and granted said application for a new station to operate on 900 kc, 1 kw, daytime only.

Petition

WRGA Rome, Ga.—Granted petition of WRGA for reconsideration directed against Commission action of August 1, 1946, granting without hearing the application of Joe V. Williams Jr. for a new station in Chattanooga, Tenn., and ordered that said grant be set aside and the application of Williams designated for hearing and ordered that WRGA be made a party to the proceeding.

AM—750 kc

Clarksburg Bcstg. Corp., Clarksburg, W. Va.—Granted CP for a new station to operate on 750 kc, 1 kw, daytime only, subject to engineering conditions.

AM—1340 kc

Glacus G. Merrill and Andrew H. Kovlan, a partnership d/b as Mountain State Bcstg. Co., Clarksburg, W. Va.—Removed from the hearing docket and granted application for a new station to operate on 1340 kc, 250 w, unlimited time.

AM—910 kc

Matta Bcstg. Co., Braddock, Pa.—Designated for hearing application for a new station to operate on 910 kc, 1 kw, daytime only.

AM—1450 kc

Louis F. Leurig and F. F. McNaughton, d/b as The Las Cruces Bcstg. Co., Las Cruces, N. M.; Mesilla Valley Bcstg. Co. Inc., Las Cruces, N. M.—Designated for hearing application for a new station to operate on 1450 kc, 250 w, unlimited time, in a consolidated proceeding with application of Mesilla Valley Bcstg. Co. Inc. for a new station to operate on 1450 kc, 250 w, unlimited time.

Program Authority

National Bcstg. Co., New York—Granted extension of permit to transmit recorded programs to all broadcast stations in Canada licensed to operate by the Canadian Government which may be heard consistently in the U. S.

Burns Ave. Baptist Church, Detroit, Mich.—Granted extension of authority to transmit religious programs to Station CKLW, Windsor, Ontario.

CP Reinstatement

WKBH LaCrosse, Wis.—Granted application for reinstatement of CP which authorized increase in power to 5 kw, new transmitter, directional antenna at night, and new site.

WING Dayton, Ohio—Granted application for reinstatement of CP as modified, authorizing DA for night use and change in transmitter location.

Grant Deletion

KVOE Santa Ana, Calif.—Granted authority to delete all records relative to authorization granted on July 2, 1946, which authorized installation of a new vertical antenna, and cancelled said authorization.

Petition

Foundation Company of Washington, Washington, D. C.—Adopted a decision and order denying petition of Foundation Co. of Washington for reconsideration under Sec. 405 of the Communications Act, directed against the action of the Commission on June 13, 1946 granting without hearing the application of Metropolitan Bcstg. Corp. for a new station in Washington.

Designated Hearing

F. F. McNaughton and Louis F. Leurig, a partnership d/b as The LaSalle County Bcstg. Co., LaSalle, Ill.—Designated for hearing application for a new station to operate on 1490 kc, 250 w, unlimited time.

AM—580 kc

Chippewa Valley Radio and Television Corp., Eau Claire, Wis.—Designated for hearing application for a new station to operate on 580 kc, 1 kw night, 5 kw-LS, unlimited time, DA.

AM—1080 kc

H. M. Williamson and Roy D. Johnson, a partnership d/b as Modesto Bcstg. Co., Modesto, Calif.; Chas. Vernon Berlin, Fred D. McPherson Jr. and Mahlon D. McPherson, a partnership d/b as Radio Station Cruz, Santa Cruz, Calif.—Designated for hearing application of Modesto Bcstg. Co. for a new station to operate on 1080 kc, 250 w, daytime only in consolidation with application of Radio Station Cruz, requesting a new station at Santa Cruz, Calif. to operate on 1080 kc, 1 kw, daytime only.

AM—1140 kc

Byrne Ross, d/b as Oklahoma City Bcstg. Co., Oklahoma City, Okla.—Granted CP for a new station to operate on 1140 kc, 1 kw, daytime only (Comr. Walker not participating).

AM—680 kc

UAW-CIO Bcstg. Corp., Detroit, Mich.—Adopted an order granting petition of UAW-CIO Bcstg. Corp. requesting that its application for a new station to operate on 680 kc, 250 w, daytime only, be designated for hearing in a consolidated proceeding which is scheduled for hearing on Oct. 25 in Detroit, and ordered that said application be so designated with applications in Docket Nos. 7811, 7676 and 6220, and further ordered that the Commission's orders designating these cases be amended to include application of UAW-CIO Bcstg. Corp.

Modification of CP

WORZ Orlando, Fla.—Granted request of WORZ to modify its CP for a new station by specifying the directional antenna system and exact transmitter site, provided the proposed DA is acceptable to the Cuban Government, and waiver of Secs. 3.55(b) and 3.60 of rules required.

Petition

Frank C. Christl, et al, d/b as Huntington Park Bcstg. Co., Huntington Park, Calif.—Granted petition requesting that its application for a new station to operate on 1190 kc, 1 kw, daytime only, be designated for hearing in the consolidated proceeding with applications for the same facilities at San Fernando and Santa Monica; ordered that said application of Huntington Park be so designated, and amended the orders designating applications of Robert Burdette and Santa Monica Bcstg. Co. to include this application.

AM—860, 850 kc

KTRB Modesto, Calif.—Designated for hearing application of KTRB requesting a CP to change the present facilities of 860 kc, 1 kw, unlimited time, DA-night, so as to increase daytime power to 5 kw, in a consolidated proceeding to be held in Washington on Oct. 28, on applications of Calif.-Nevada Bcstg. Co. and Peninsula Newspapers Inc. for new stations at Vallejo and Palo Alto to operate on 850 kc, 250 w, daytime only; and amended orders heretofore issued to include application of KTRB.

Renewals

Granted renewal of following station licenses for the period ending Feb. 1, 1948: KSAN, San Francisco, Calif.; WSPB, Sarasota, Fla.

Granted renewal of following station licenses for the period ending May 1, 1949: KSJB Jamestown, N. Dakota; KMJ Fresno, Calif.; WKBN Youngstown, Ohio.

Granted renewal of following station licenses for the period ending August 1, 1949. KROY Sacramento, Calif.; KICA Clovis, N. M.

KGHF Pueblo, Colo.—Granted renewal of license for period ending Nov. 1, 1948.

WMOB Mobile, Ala.—Granted renewal of license for period ending Feb. 1, 1949.

El Paso Bcstg. Co., El Paso, Tex.; KMPC Bakersfield, Calif.—Denied petition for review of action of motion's Commissioner granting petition of KMPC for leave to intervene in hearing in re El Paso Bcstg. Co. application Docket 7533; reaffirmed said action; denied petition of KPMC to postpone hearing in Docket 7533 set for Oct. 31, 1946.

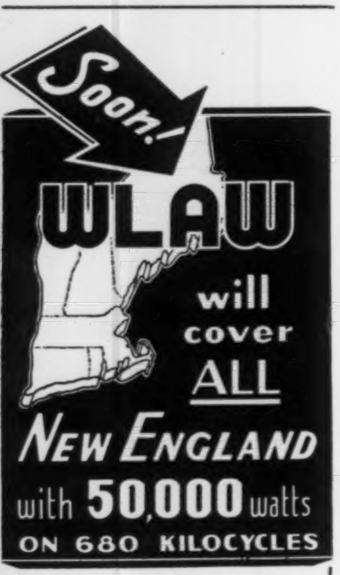
(*Continued on page 82*)

KOIN
It takes an informed community to do a community job.
PORTLAND, OREGON
CBS Affiliate
LEWIS H. AVERY, Inc., Nat'l. Rep.

EXCLUSIVE COVERAGE OF THE CHAMPLAIN VALLEY AREA
WCAX BURLINGTON
VERMONT'S ONLY CBS STATION
1000 WATTS • FULL TIME

Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

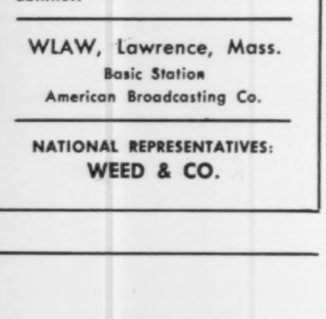
ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.



. . . already a vital sales influence in Industrial New England. SOON offering blanket coverage of this six-state market. Better check availabilities.

WLAW, Lawrence, Mass.
Basic Station
American Broadcasting Co.

NATIONAL REPRESENTATIVES:
WEED & CO.



The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

FCC Actions

(Continued from page 81)

Designated Hearing

Hope Bcstg. Co., Hope, Ark.—Designated for hearing application for new station to operate on 1490 kc, 250 w, unlimited time, in a consolidated proceeding with applications of Four States Bcstg. Corp., Texarkana, Ark. and Magnolia Bcstg. Co., Magnolia, Ark., and with applications of Ruston Bcstg. Co., Ruston, La., and Abe B. Harris, Ruston, La.; ordered that the issues in these dockets be amended by striking Issue No. 5 and substituting therefor a new issue; further ordered that said consolidated hearing be scheduled for Nov. 1, 1946.

BY COMMISSION EN BANC

KGNC Amarillo, Tex.—Granted modification of CP for change in DA, transmitter site and extension of completion date.

KGGM Albuquerque, N. M.—Granted modification of CP for changes in directional antenna.

KFXD Nampa, Idaho—Granted modification of CP for changes in directional antenna, transmitter location and installation of new transmitter.

KCSG Pocatello, Idaho—Granted authority to delete new station authorized June 27, 1946, on 1490 kc, 250 w, unlimited time; station to be merged with KEYY Pocatello.

OCTOBER 17

AM—590 kc

KSUB Cedar City, Utah—Granted change from 1340 to 590 kc, increase 250 w to 1 kw, DA; conditions.

AM—1290 kc

San Bernardino Bcstg. Co. Inc., San Bernardino, Calif.—Granted CP new station 1290 kc, 1 kw, directional antenna; conditions.

AM—590 kc

KFXM San Bernardino, Calif.—Granted CP change from 1240 to 590 kc, increase from 250 w to 1 kw and unlimited time with DA night; conditions.

AM—590 kc

The Star Bcstg. Co. Inc., Pueblo, Colo.—Granted CP new station 590 kc, 1kw, DA night.

AM—570 kc

KLAC Los Angeles—Granted CP to increase daytime power from 1 kw to 5 kw on 570 kc.

OCTOBER 21

AM—570 kc

Order issued granting WICA Ashtabula increase on 970 kc to 5 kw day, 1 kw night, with DA night; denying applications: WWSW Pittsburgh, seeking change to 970 kc with 5 kw DA; WSVA Harrisonburg, Va., seeking change to 970 kc with 1 kw daytime only; WEBR Buffalo, seeking change to 970 kc with 5 kw and DA fulltime.

OCTOBER 21

ACTION ON MOTIONS BY COMMISSIONER JETT

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Granted petition for leave to amend its application for CP so as to specify a revised DA pattern, etc., the amendment was accepted and application as amended removed from hearing docket.

The Bluefield Bcstg. Co., Bluefield, W. Va.—Granted petition for waiver of Sec. 1.387 of rules and accepted petitioner's written appearance in re application for CP.

Coast Radio Bcstg. Corp., Los Angeles—Same.

Calif.-Nevada Bcstg. Co., Vallejo, Calif.—Granted petition for leave to amend its application for CP so as to specify the frequency 1190 kc instead of 850 kc; add supplemental engineering report, etc. The amendment was accepted and application as amended removed from the hearing docket.

W. Va. Radio Corp., Pittsburgh, Pa.—Granted petition to dismiss without prejudice application for CP.

Pittsburgh Bcstg. Co., Pittsburgh, Pa.—The Commission, on its own motion, removed from the hearing docket application for CP.

The Northern Ohio Bcstg. Co., Amherst, Ohio—Granted petition for leave to amend its application for CP so as to specify a new studio location, etc., and the amendment was accepted.

Raytheon Mfg. Co., Waltham, Mass.—Granted petition to dismiss without prejudice its application for a new FM station.

Fidelity Bcstg. Corp., Boston, Mass.—Granted petition to dismiss without prejudice its application for a new FM station.

Radio-Television of Balto. Inc., Baltimore, Md.—Granted petition for leave to amend its application for a new FM station so as to specify a revised transmitter site, etc., and the amendment was accepted.

KAND Corsicana, Tex.—Granted petition for continuance of hearing on application for Vol. Assignment of License of KAND, presently scheduled for Oct. 21, and continued same to Nov. 19.

Radio Phoenix Inc., Phoenix, Ariz.—Granted petition for leave to amend its application for CP so as to show addition of a new stockholder, etc., and the amendment was accepted.

Unity Corp. Inc., Mansfield, Ohio—Granted petition for leave to amend its application for FM construction permit so as to show current information on programming plans, etc., and the amendment was accepted.

Western Reserve Bcstg. Co., Cleveland, Ohio—Granted petition insofar as it requests reinstatement and acceptance of amendment to application for CP, and the amendment specifying the frequency 1260 kc with 5 kw (instead of 1490 kc, 250 w), was accepted, and application reinstated.

KFI Los Angeles, Calif.—Granted petition for leave to intervene in the hearing upon application of Hanford Pub. Co., Hanford, Calif., presently scheduled for hearing on Oct. 31.

Frank Mitchell Farris Jr., Nashville, Tenn.—Granted petition insofar as it requests reconsideration of Commission's action of Aug. 7 designating application for hearing, and the application was removed from hearing docket; insofar as petition requests a grant without hearing it is dismissed.

McEvoy Bcstg. Co., Roswell, N. M.—Granted petition to take depositions in re hearing upon its application for CP presently scheduled for Nov. 7; also granted petition for admission of J. D. Atwood, to the Bar of the Commission, Pro Hac Vice, for the purpose of taking depositions.

Santa Monica Bcstg. Co., Santa Monica, Calif.—Granted petition requesting that consolidated hearing upon its application and application of Robert Burdette, now scheduled for Nov. 6 at Washington, be changed to Los Angeles instead.

Key Bcstg. Corp., Baltimore, Md.—Granted petition requesting that the non-engineering testimony only in the consolidated hearing upon its application presently scheduled for Oct. 25 in Washington, be held in Baltimore on the date presently scheduled.

Times Pub. Co., Erie, Pa.—Granted petition insofar as it requests reinstatement and acceptance of amendment filed therewith, and the application as amended, specifying 1400 kc, 250 w, unlimited time, was reinstated and amendment accepted.

WPAR Parkersburg, W. Va.—Granted petition of transfer and transferee that the hearing on application for transfer of control of WPAR, now scheduled for Oct. 25 be continued to Nov. 25 in Washington.

Harry F. Guggenheim, Bridgeport, Conn.—Granted petition for leave to amend its application for new FM station so as to supply additional engineering information, and the amendment was accepted.

Yankee Network Inc., Bridgeport, Conn.—Denied petition requesting enlargement of the issues in the consolidated hearing upon Bridgeport FM applications.

KPLC Lake Charles, La.—Dismissed petition requesting leave to intervene in the hearing upon application of WMBD Peoria.

Herman Radner, Dearborn, Mich.—Granted petition insofar as it requests leave to amend application for CP so as to change the application from one to serve the city of Dearborn to one to serve the city of Detroit; denied petition insofar as it requests amended application be removed from the hearing docket; denied petition for continuance of consolidated hearing upon above application, and applications of Wolverine State Bcstg. Service Inc. and Grosse Pt. Bcstg. Corp., which is presently scheduled for Oct. 24 at Detroit.

KROD El Paso, Tex.—The Commission, on its own motion, ordered that the hearing on application for assignment of license of KROD, presently scheduled for Nov. 6, be continued to Dec. 9.

Allen B. Du Mont Labs. Inc., Pittsburgh, Pa.—Granted petition for continuance of hearing upon application for new television station presently scheduled for Oct. 23, and continued same without date.

Rich Pub. House Inc., Midland, Mich.—Granted petition for continuance of consolidated hearing upon Rich Pub House Inc. application and application of Midland Bcstg. Co., presently scheduled for Oct. 28, and continued same to Nov. 28, at Midland.

BY COMR. JETT

Panhandle Bcstg. Corp., Amarillo, Tex.; Voice of Borger, Borger, Tex.—The Commission, on its own motion, ordered continuance without date until further order of Commission, of the hearing now scheduled for Oct. 24 at Amarillo, on these applications.

Liberty Bcstg. Corp., Atlanta Journal Co., Atlanta Bcstg. Co., Wilson & Cope, and Regents of Ga. School of Tech.—Granted petition for continuance of consolidated hearing presently scheduled for Oct. 28, at Atlanta, on these applications, and ordered the hearing continued without date until further order of the Commission.

Peninsula Newspapers Inc., Palo Alto, Calif.—Granted petition requesting the Commission to amend its Oct. 4 order to take depositions in re hearing upon petitioner's application for CP so as to specify that depositions be taken before Eugene W. Moore, a Notary Public, instead of Lora C. Benning.

WBAA W. Lafayette, Ind.—Granted petition for leave to intervene in the hearing on application of WISH.

• • •

The Commission, on October 11, ordered that the hearing on applications of Hearst Radio Inc., The Tower Realty Co., and Radio-Tele. of Balto. Inc. for new Class B FM stations in Baltimore, now scheduled for hearing on Oct. 21, be continued until a date and place to be specified by a subsequent order of the Commission.

OCTOBER 22

BY THE SECRETARY

WCIL Carbondale, Ill.—Granted modification of CP to make changes in vertical antenna.

KHOZ Harrison, Ark.—Granted modification of CP to make changes in vertical antenna; conditions.

WHUN Huntingdon, Pa.—Granted modification of CP which authorized a new station, for change in type of transmitter, for approval of antenna and approval of transmitter and studio locations at intersection of 27th St. and Murray Ave. and 400 Wash. St., Huntingdon, respectively.

KBKU Eureka, Calif.—Granted modification of CP, which authorized a new station, for approval of antenna, to change type of transmitter, and for approval of transmitter and studio locations at 1/4 Block E. of intersection of Railroad Ave. and Murray St., near shore of Humboldt Bay, Eureka; conditions.

WMON Montgomery, W. Va.—Granted license to cover CP which authorized a new station on 1340 kc, 250 w, unlimited time; conditions. Also granted application.

WDTR City of Detroit—Granted modification of CP to make changes in antenna system and specify type of transmitter.

WGYN New York City—Granted CP to specify frequency 96.1 mc (Channel 241), and make changes in antenna system.

The Western Conn. Bcstg. Co., Stamford, Conn.—Granted CP for a new relay broadcast station; frequency assignment subject to changes in accordance with proceeding in Docket 6651.

KDSH Boise, Idaho—Granted modification of CP to change transmitter location to all of SW¼ of NW¼ of Sec. 16, Twp. 3N, Range 1E, near Boise.

KFMJ Tulsa, Okla.—Granted modification of CP to change type of transmitter, approval of antenna and transmitter location at ⅛ mile S. of intersection of Yale Ave., and 21st St., Tulsa, and to specify studio location as 7th and Main St., Tulsa.

KGNC Amarillo, Tex.—Granted CP to make changes in vertical antenna and mount FM antenna on top of present AM tower.

WGKL Hendersonville, N. C.—Granted modification of CP for approval of antenna, change type of transmitter, and for approval of transmitter and studio locations at city limits, U. S. Highway 64, Hendersonville.

WJOR Bangor, Me.—Granted modification of CP for approval of antenna and approval of transmitter location at 340 Stillwater Ave., and studio location at 22 State St., Bangor.

WMAJ State College, Pa.—Granted license to cover CP for new station to operate on 1450 kc, 250 w, unlimited time. Also granted application; conditions.

KBMY Billings, Mont.—Granted license to cover CP which authorized a new station on 1240 kc, 250 w, unlimited time. Also granted application.

KPRK Livingston, Mont.—Granted modification of CP to change transmitter and studio locations to U. S. Highway 10 at east edge of Livingston.

WMOA Marietta, Ohio—Granted license to cover CP which authorized a new station on 1490 kc, 250 w, unlimited time; conditions. Also granted application.

KAND Corsicanna, Tex.—Granted modification of license to change studio location to State Natl. Bank, Corsicana.

WFBL Syracuse, N. Y.—Granted CP to install auxiliary transmitter near Collamer, N. Y., present site of main transmitter, to be operated with 1 kw for auxiliary purposes only.

W2XNJ Clifton, N. J.—Granted CP to reinstate CP which authorized a new experimental television station; conditions.

WABD New York—Granted CP to install new aural and visual transmitters, and install a new antenna; granted CP for a new experimental television broadcast station, channel No. 13, 210-216 mc (subject to change by Commission's chief engineer without advance notice or hearing); 40 watts.

KGNW Area of Southern Calif.—Granted license to cover CP which authorized a new relay broadcast station; frequency assignment subject to change in accordance with proceedings in Doc. 6651.

W6XPC Pasadena, Calif.—Granted modification of CP, which authorized a new experimental television broadcast station, to extend completion date by 4-20-47.

KWIL Albany, Ore.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

WMFR High Point, N. C.—Same.

WAIM Anderson, S. C.—Granted CP to install a new vertical antenna and mount FM antenna on top of AM tower.

WTNC Tarboro, N. C.—Granted modification of CP, for approval of antenna, to change type of transmitter, and approval of transmitter and studio locations at 2.7 mi. NW of Tarboro on U. S. Highway No. 64, and change name of applicant to Coastal Plains Bcstg. Co. Inc.

WOHS Shelby, N. C.—Granted license to cover CP which authorized a new station on 730 kc, 250 w, daytime; conditions. Also granted application.

WTIP South Charleton, W. Va.—Granted modification of CP, which authorized a new station, to change type of transmitter, change transmitter location to 1½ mi. SW of Charleston, and studio to 712 Fife St., Charleston.

KFVD Los Angeles, Calif.—Granted modification of CP, for extension of completion date to 12-15-46; conditions.

WSOY Decatur, Ill.—Granted CP to install a new transmitter, make changes in antenna and mount FM antenna on top of AM antenna, and change transmitter location to north side of State Highway No. 121, 7 mi. of U. S. Highway No. 51, Decatur.

KVOX Moorhead, Minn.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

WPIK Alexandria, Va.—Granted license to cover CP which authorized increase in power to 1 kw, and installation of new transmitter; conditions. Also granted application.

KTFI Twin Falls, Idaho—Granted modification of CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

The Ludington Bcstg. Co., Portable, Area of Muskegon Mich.—Granted CP for a new relay broadcast station; frequency assignment subject to change in accordance with proceedings in Docket 6651.

Applications . . .

OCTOBER 16

AM—1280 kc

WCMN Arecibo, Puerto Rico—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter location.

AM—1340 kc

WKJB Mayaguez, Puerto Rico—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for approval of antenna, transmitter and studio locations.

AM—1230 kc

The Tri-State Bcstg. Co., Cumberland, Md.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

FM—Unassigned

Radio Corp. of the Board of Missions and Church extension of the Methodist Church Inc., New York—CP new metropolitan FM broadcast station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined—AMENDED: to change coverage from to be determined to 9,330 sq. mi.

FM—Unassigned

Unity Bcstg. Corp. of New York, New York, N. Y.—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by chief engineer of FCC, and coverage of 9,060 sq. mi.—AMENDED: correction in antenna system.

FM—95.7 mc

WMCA Inc., New York—CP for a new metropolitan FM broadcast station to be operated on Channel 239, 95.7 mc or as assigned by FCC and coverage of 10,420 sq. mi.—AMENDED: to make changes in antenna system.

FM—100.9 mc

The Travelers Bcstg. Service Corp., Bridgeport, Conn.—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by FCC—AMENDED: to change frequency from to be assigned to Channel 265, 100.9 mc, transmitter location from Trumbull to Bridgeport, Conn., specify coverage as 8,601 sq. mi., population as 1,866,868 and make changes in antenna system.

AM—860 kc

Steel City Bcstg. Corp., Homestead, Pa.—CP new standard broadcast station to be operated on 860 kc, 250 w and daytime hours of operation.

AM—1490 kc

Western Pennsylvania Bcstg. Corp., Pittsburgh, Pa.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation. (Contingent on grant of WWSW.)

AM—730 kc

Ellis County Bcstg. Co., Waxahachie, Tex.—CP new standard broadcast station to be operated on 730 kc, 250 w and daytime hours of operation.

AM—1450 kc

J. G. Long, tr/as Eagle Pass Broadcasters, Eagle Pass, Tex.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1140 kc

KORC Mineral Wells, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1490 kc

Alex B. Craig and Morgan J. Craig, d/b as Craig Bcstg. Co., Chester, S. C.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—870 kc

Mrs. Carla Burnham Keys, Farmville, Va.—CP new standard broadcast station to be operated on 870 kc, 1 kw and daytime hours of operation.

AM—1410 kc

Frank Mitchell Farris Jr., Nashville, Tenn.—CP new standard broadcast station to be operated on 1410 kc, 1 kw, directional antenna and unlimited hours of operation—AMENDED: to modify directional antenna and make changes in ground system.

AM—101.7 mc

Northwest Georgia Bcstg. Co., Cedartown, Ga.—CP new FM broadcast station—AMENDED: to change type of transmitter, specify frequency as Channel 269, 101.7 mc, coverage as 8,773 sq. mi., population as 400,796 and make changes in antenna system, change directors, officers and stockholders.

AM—1340 kc

Radio Bedford Inc., Bedford, Ind.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—920 kc

Associated Broadcasters Inc., Wadena, Minn.—CP new standard broadcast station to be operated on 920 kc, 1 kw, directional antenna night and unlimited hours of operation.

AM—1450 kc

Bcstg. Co. of America, Blythe, Calif.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1080 kc

Charles Vernon Berlin, Fred D. McPherson Jr. and Mahlon D. McPherson, a partnership d/b as Radio Santa Cruz, Santa Cruz, Calif.—CP new standard broadcast station to be operated on 1000 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 1000 to 1080 kc.

AM—1400 kc

KCOY Santa Maria, Calif.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter location and specify studio location.

AM—900 kc

E. L. Barr, Elmer Rheingans, Jake Rheingans and Estey H. Walton, a partnership d/b as Radio Sanger Co., Sanger, Calif.—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

AM—1190 kc

Frank C. Christl, Mildred Christl and Joseph J. Garafalo, d/b as Huntington Park Bcstg. Co., Huntington Park, Calif.—CP new standard broadcast station to be operated on 1190 kc, 1 kw and daytime hours of operation.

AM—1240 kc

Border Bcstg. Co. Inc., Nogales, Ariz.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1240 kc

KAVR Jessica L. Longston, C. V. Zaser, Edward J. Jansen and L. Berenice Brownlow, d/b as Montana Broadcasters, Havre, Mont.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter location and specify studio location.

Application Returned:

AM—620 kc

Bruno Shaw, New York—CP new standard broadcast station to be operated on 620 kc, power not specified and unlimited hours of operation. (Incomplete.)

Application Dismissed:

AM—1240 kc

Howard W. Davis, tr/as The Walmac Co., Austin, Tex.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation. (Request of applicant.)

Applications Tendered for Filing:

AM—1050 kc

WKTM Mayfield, Ky.—CP to change power from 250 w to 1 kw and install new transmitter.

AM—1500 kc

KSTP St. Paul, Minn.—Consent to transfer of control from licensee to Stanley E. Hubbard.

AM—570 kc

WNAX Yankton, S. D.—Consent to assignment of license to Cowles Bcstg. Co.

OCTOBER 17

FM—Unassigned

Radio Projects Inc., Newark, N. J.—CP new metropolitan FM broadcast station to be operated on Channel 239, 95.7 mc and coverage of 12,959 sq. mi.—AMENDED: to change coverage from 12,959 to 10,685 sq. mi., population from 12,401,698 to 11,957,981 and make changes in antenna system.

AM—1270 kc

Eastern Bcstg. Corp., Newport News, Va.—CP new standard broadcast station to be operated on 1270 kc, 1 kw and daytime hours of operation.

AM—1490 kc

Hope Bcstg. Co., Hope, Ark.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—690 kc

A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a partnership d/b as Sky Bcstg. Service, New Orleans, La.—CP new standard broadcast station to be operated on 690 kc, 1 kw and daytime hours of operation.

AM—1120 kc

WCIL Carbondale, Ill.—Modification of CP as modified, which authorized a new standard broadcast station, to make changes in vertical antenna.

AM—1400 kc

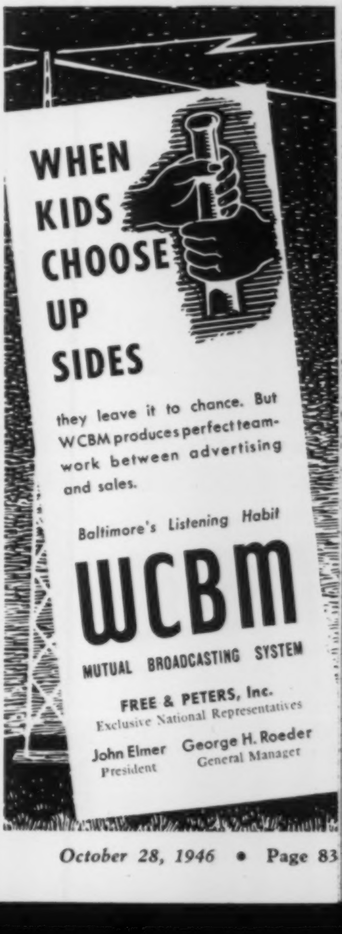
KAYS Inc., Hays, Kans.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation. (Contingent on grant of KVGB.)

(*Continued on page 85*)

YOU CAN'T NET MUCH IN SOFT SHELL (Ky.)!

Soft Shell (Ky.) is a real town, alright, but it certainly offers very few sales opportunities for sea food (or anything else). The best sales territory in these parts is the area around *Louisville*. That's why WAVE is so proud and happy about its coverage. Actually, WAVE's listening area gives you 51.9% as much retail sales as Kentucky's *total*. That's why we suggest you harden your heart to Soft Shell, and fish where the fishing's *good!*

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives



WHEN
KIDS
CHOOSE
UP
SIDES
they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.
Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
FREE & PETERS, Inc.
Exclusive National Representatives
John Elmer
President
George H. Roeder
General Manager

TO COVER Idaho's HIGHEST PER CAPITA Market...
Use KID
5000 WATTS
IDAHO'S MOST POWERFUL STATION
IDAHO FALLS
JOSEPH HERSHEY McGILLVRA, Inc.
National Representatives

your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE
WHBQ
W. H. BEECUE
Memphis E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

ONLY KROD, THE SOUTHWEST'S CBS OUTLET, COVERS ALL THE El Paso MARKET
600 KC
1000 WATTS
KROD CBS
Represented Nationally by Taylor-Howe-Snowden

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY

Sevareid Censures Midwest Reporting

Says Radio, Press Avoid International Affairs

RADIO and the press of the Middle West were charged with negligence in reporting world affairs in the Oct. 19 CBS broadcast by Eric Sevareid, chief of Washington's CBS news bureau and reporter on world issues for the network since 1940.

Mr. Sevareid

"If world affairs do not make issues in the Midwest it is certainly due in part, to the fact that many people here have an inferiority complex about international affairs," he said in his 11:15 p.m. broadcast.

"They have a vague, uneasy feeling that this is a topic only for highbrows; and the basis of this feeling is the fact that they are being unevenly informed about world affairs. With few exceptions the local press and radio are giving people here no integrated, continued story of what is happening in the world. People get the news in sudden blobs or in scattered snippetts. The biggest, most fateful story in the world does not have, out here, half the continuity of the soap opera or comic strip."

Detroit Origination

Mr. Sevareid was broadcasting from Detroit, one of the cities he visited in a two-week trip through the Middle West, reporting political trends. Other cities on the itinerary included Chicago, Columbus, Minneapolis, St. Paul, Madison. He also reported on Midwest trends Sunday, Oct. 13, 1:45-2 p.m., in the CBS period usually taken by Howard K. Smith from London.

Additional purpose of Mr. Sevareid's tour was a number of personal appearances and talks in connection with his book, *Not So Wild a Dream*, published this month by Alfred A. Knopf ($3.50). The book has been called the greatest reporting of the era. It is a deeply moving personal narrative of the years immediately preceding World War II, and the war years as seen by the CBS analyst who was in Europe when the war began and who reported from the front lines of every theatre of operations.

Educators Meet

EDUCATORS and station personnel from Washington, Oregon and Alaska will attend two conferences on education in radio Nov. 15-16 at Portland. Sessions are sponsored by H. Q. Cox, manager of KGW that city. Principal speakers are to include Jennings Pierce, NBC Western Division director of station relations, and Cecile Creed, field representative of Standard Oil Co., San Francisco.

SHOWN above with two WSYR Syracuse executives are several of the more than 60 agency and advertising executives present at a luncheon given Oct. 9 in New York's Ambassador Hotel by WSYR owner, Col. Harry C. Wilder. They are: (l to r) Virginia Butler, Lennen & Mitchell; William Rothrum, WSYR program director; Anne Wright, J. Walter Thompson; Charles Tanton, Norman A. Mack Co.; Col. Wilder; Betty Nelson, Norman A. Mack Co.; Ralph Robertson, Colgate-Palmolive-Peet; Fritz Snyder, Biow Co.; and Vera Brennan, Duane Jones Co.

'Love That Soap'

SOAP commercials inspired by *The Hucksters* sold 25,000 pounds of soap in two days for Lovinger Disinfectant Co., Salt Lake City, although the shortage is an admitted factor. Taking off Evan Llewellyn Evans' phrase, "Love that soap. . . . Yes, everybody really loves that soap," Cooper and Crowe Adv., Salt Lake, bought 36 spots on KALL and KUTA, using the Wakeman theme, to advertise 60,000 pounds of granulated laundry and dishwashing soap which their client had on hand. The agency also took one newspaper ad. Buyers thronged the store.

Hunter Named

ARMAND HUNTER, chairman of the Department of Radio at Northwestern U., has been named chairman of the new Department of Radio Dramatics and Speech at Temple U., Philadelphia, it was announced jointly last week by Dr. Robert L. Johnson, president of the university, and Roger W. Clipp, general manager of WFIL Philadelphia, which is cooperating with Temple in establishing the new department. Partially delayed by building and material shortages, the department will assume full operation by February. A veteran broadcaster, Mr. Hunter joined Northwestern in 1941, becoming head of the radio department in 1943. Since that time he also has been director of the Northwestern U.-NBC Summer Radio Institute and director of the Northwestern Radio Workshop. Temple-WFIL project covers full four-year study of broadcasting technique [BROADCASTING, April 1, 15].

Detroit Video Shown

WWDT projected television outlet of WWJ Detroit, is demonstrating television at the Postwar Products Exposition in Detroit's Convention Hall ending Tuesday (Oct. 29). Allen B. Du Mont Labs., which has the WWDT equipment contract, provided equipment which was flown to Detroit.

UN Support Appeals Are Carried on NBC

NBC presented more than 24 Government, United Nations and radio personalities in recordings over its stations during United Nations Week, Oct. 20-26. The recordings, consisting of appeals to the American public to support and take an active interest in the UN as an instrument of world peace, were aired over more than 65 NBC affiliated stations.

Among those heard were: Secretary of War, Robert P. Patterson; Assistant Secretary of State, William Benton; Gen. Omar Bradley, head of Veterans Administration; John Carter Vincent, Dept. of State; Eric Johnston, ex-president of U. S. Chamber of Commerce; Dr. Oscar Issevish, Argentinian Ambassador; Luis Padilla Nervo, Mexican Ambassador; Narciso Ramos, counselor of the Philippine Embassy; Frank P. Lockhart, Dept. of State; C. H. W. Hasselriis, of the Danish Information Office; UN delegates: Oscar Lange, Poland; Dr. P. C. Chang, China; Don Jose Arce, Argentina; Joseph Hanc, Czechoslovakia; Vassili Dendramis, Greece; S. K. Kirpalani, India.

Fred Waring, R. V. Kaltenborn, Bill Stern, Mary Margaret McBride, Jinx Falkenburg and Tex McCrary represented NBC and the radio industry.

Extra Dividend

GENERAL FOODS Oct. 16 voted an extra dividend of 20 cents per common share to supplement regular quarterly dividend of 40 cents. Dividends are to be distributed Nov. 15 to stockholders on record as of Oct. 25. Regular quarterly dividend marked 100th consecutive payment since the incorporation of The Postum Co. (former firm name in 1922).

Disc Shows

GUILD PRODUCTIONS of America, New York, is entering the program field with two new syndicated, open-end quarter hour shows. They are *The Family Album*, special arrangements of old favorites, and *Gloria Carroll Entertains*. Kasper-Gordon Inc., Boston, has been named distributor.

FCC Actions

(Continued from page 83)

AM—1520 kc

Lake States Bcstg. Co., Milwaukee, Wis.—CP new standard broadcast station to be operated on 1520 kc, 5 kw, directional antenna and unlimited hours of operation.

AM—1430 kc

Andave Radio Co., Milwaukee, Wis.—CP for a new standard broadcast station to be operated on 1430 kc, 1 kw and daytime hours of operation.

AM—1450 kc

Western Montana Assoc., Missoula, Mont.—CP new standard broadcast station to be operated on 630 kc, 5 kw, directional antenna night and unlimited hours of operation—AMENDED: to change frequency from 630 to 1450 kc, power from 5 kw to 250 w, change type transmitter, change directional antenna for night use to vertical antenna and change transmitter and studio location.

AM—990 kc

Pittsburg Bcstg. Co., Pittsburg, Calif.—CP new standard broadcast station to be operated on 990 kc, 1 kw, directional antenna night and unlimited hours of operation.

Application Returned:

FM—Unassigned

The Atlas Bcstg. Co., Baltimore, Md.—CP new FM broadcast station to be operated on frequency to be determined by chief engineer of FCC and coverage of 7,710 sq. mi. (Incomplete.)

Applications Tendered for Filing:

AM—680 kc

UAW-CIO Bcstg. Corp. of Michigan, Detroit—CP new standard broadcast station to be operated on 680 kc, 250 w and daytime hours of operation.

AM—1590 kc

KSJO San Jose, Calif.—CP to change hours of operation from daytime to unlimited and install directional antenna for night use.

OCTOBER 21

FM—100.5 mc

The New Haven Bcstg. Corp., New Haven, Conn.—CP new FM broadcast station to be operated on Channel 263, 00.5 mc, and coverage of 9,450 sq. mi.

FM—Unassigned

Utica Observer-Dispatch Inc., Utica, N. Y.—CP new metropolitan FM broadcast station to be operated on frequency to be determined by chief engineer of FCC and coverage of 10,200 sq. mi.—AMENDED: to change type of transmitter and make changes in antenna system.

AM—1030 kc

The Times Herald Co., Port Huron, Mich.—CP new standard broadcast station to be operated on 1030 kc, 1 kw and daytime hours of operation.

FM—Unassigned

Royal Oak Bcstg. Co., Royal Oak, Mich.—CP new community FM broadcast station to be operated on frequency and coverage to be determined—AMENDED: to specify population as 691,692, change coverage from to be determined to 6,608.87 sq. mi., transmitter location, type of station from community to metropolitan, type of transmitter and make changes in antenna system and change stockholders.

FM—93.9 mc

Owensboro on the Air Inc., Owensboro, Ky.—CP new FM broadcast station to be operated on Channel 230, 3.9 mc, and coverage of 13,440 sq. mi.

FM—Unassigned

Potomac Bcstg. Corp., Alexandria, Va.—CP for a new community FM broadcast station to be operated on frequency to be designated by FCC and coverage to be determined.

FM—Unassigned

Rahall Bcstg. Co., Norristown, Pa.—CP new community FM broadcast station to be operated on frequency to be determined by chief engineer of FCC—AMENDED: to change transmitter location, type of transmitter and make changes in antenna system.

FM—Unassigned

The Scranton Times (co-partnership), Elizabeth R. Lynett and Edward J. Lynett Jr., Scranton, Pa.—CP new FM broadcast station to be operated on frequency to be assigned and coverage of 2,740 sq. mi.

AM—1070 kc

E. H. Rowley, Nathan Clark, James A. Clements, Glen H. McClain and L. M. Rice, a partnership d/b as Texas Gulf Coast Bcstg. Co., Corpus Christi, Tex.—CP new standard broadcast station to be operated on 1070 kc, 10 kw, directional antenna and unlimited hours of operation.

FM—98.1 mc

Raoul A. Cortez, San Antonio, Tex.—CP new FM broadcast station to be operated on Channel 251, 98.1 mc or as assigned by FCC and coverage of 15,828 sq. mi.

AM—100.1 mc

Gadsden Bcstg. Co. Inc., Gadsden, Ala.—CP new FM broadcast station to be operated on Channel 261, 100.1 mc, and coverage of 8,110 sq. mi.

AM—1250 kc

KGHI Little Rock, Ark.—CP to change frequency from 1230 to 1250 kc, increase power from 250 w to 500 w night and 1 kw day, install new transmitter and directional antenna for night use and change transmitter location.

AM—1400 kc

WGAP Maryville, Tenn.—Modification of CP which authorized a new standard broadcast station, for extension of commencement and completion dates.

AM—1110 kc

WBT Charlotte, N. C.—Modification of CP as modified, which authorized installation of a new directional antenna for night use, for extension of completion date.

AM—1340 kc

KROC Rochester, Minn.—License to cover CP which authorized installation of new transmitter.

AM—950 kc

KDSH Boise, Ida.—Modification of CP which authorized a new standard broadcast station, to change transmitter.

AM—1450 kc

KOAT Albuquerque, N. M.—Modification of CP as modified, which authorized a new standard broadcast station, to change type of transmitter.

AM—1430 kc

KVNI Coeur D'Alene, Ida.—Modification of CP as modified, which authorized a new standard broadcast station, to change type of transmitter.

AM—860 kc

KTRB Modesto, Calif.—CP to increase power from 1 kw to 1 kw night and 5 kw day and install new transmitter.

AM—600 kc

KVCV Redding, Calif.—CP to change frequency from 1230 to 600 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use and change transmitter location.

FM—Unassigned

Golden Empire Bcstg. Co., Redding, Calif.—CP new FM broadcast station to be operated on frequency to be assigned by FCC.

FM—Unassigned

E. Ogden Driggs, Oakland, Calif.—CP new FM broadcast station to be operated on frequency to be assigned by FCC.

FM—Unassigned

Abraham Kofman and Sara F. Kofman, d/b as Times-Star Publishing Co., Alameda, Calif.—Modification of CP which authorized a new FM broadcast station, to change class of station, specify frequency as to be determined by FCC in 100 mc band, transmitter location, specify type transmitter and make changes in antenna system.

Application Dismissed:

FM—92.9 mc

John P. Norton, Marquette, Mich.—CP new FM broadcast station to be operated on Channel 225, 92.9 mc and coverage of 4,332 sq. mi.

Applications Tendered for Filing:

AM—1340 kc

Dr. Dick Welch, Port Arthur, Tex.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1340 kc

Capital City Bcstg. Corp., Marianna, Fla.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1240 kc

Andrew College Bcstg. Co., a partnership, composed of S. C. Olliff, John E. Minter Jr. and Luther W. Martin, Cuthbert, Ga.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1230 kc

WDSM Superior, Wis.—Consent to assignment of license to Ridson Inc.

AM—900 kc

Thomas E. Danson, Universal Radio Features Syndicate, Laguna Beach, Calif.—CP new standard broadcast station to be operated on 900 kc, 250 w and unlimited hours of operation.

AM—1230 kc

KGFJ Los Angeles, Calif.—Request of special service authorization to operate on 250 w for a period not to exceed 90 days.

OCTOBER 22

AM—950 kc

Pilgrim Bcstg. Co., Boston, Mass.—CP new standard broadcast station to be operated on 950 kc, 1 kw and daytime hours of operation. (Request facilities of WORL.)

FM—Unassigned

A. V. Tidmore, tr/as Pottsville Bcstg. Co., Pottsville, Pa.—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 4,769 sq. mi.

Antenna

KGFF Shawnee, Okla.—CP to install new vertical antenna.

Transfer Control

WFAA Dallas, Tex.—Involuntary transfer of control of licensee corporation from George B. Dealey (deceased) to Edward M. Dealey, J. M. Moroney and George Waverly Briggs, trustees for the estate of George B. Dealey, deceased.

AM—1070 kc

KBKI Alice, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter location.

AM—1590 kc

KHTB Houston, Tex.—Modification of CP which authorized a new standard broadcast station, to make changes in antenna, change type of transmitter and extend commencement and completion dates.

AM—590 kc

KTBC Austin, Tex.—CP to install old main transmitter to be used for auxiliary purposes, with power of 1 kw, employing directional antenna for night use.

AM—810 kc

KCMO Kansas City, Mo.—Modification of CP as modified, which authorized change in frequency, increase in power, installation of new transmitter, changes in directional antenna for night use and change transmitter location, to change type of antenna and transmitter.

AM—1490 kc

WTMV East St. Louis, Ill.—CP to install a new vertical antenna, new transmitter, to change transmitter and studio location.

AM—1140 kc

KSOO Sioux Falls, S. D.—Transfer of control of licensee corporation from Morton H. Henkin and Ruth J. Henkin, executors of the estate of Joseph Henkin, deceased, to Morton H. Henkin and Ruth J. Henkin.

AM—1130 kc

KRDU Dinuba, Calif.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter.

AM—1400 kc

KWLK Longview, Wash.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—930 kc

KSEI Pocatello, Ida.—Modification of CP which authorized to move transmitter, increase in power, installation of new transmitter and changes in directional antenna, to change type of transmitter and to mount FM antenna on top of AM tower.

Applications Tendered for Filing:

AM—740 kc

Connecticut Electronics Corp., Bridgeport, Conn.—CP for a new standard broadcast station to be operated on 740 kc, 1 kw and daytime hours of operation.

AM—1240 kc

Gordon H. Brozek, Marquette, Mich CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1510 kc

Doyle E. Collup, Stephenville, Tex.—CP new standard broadcast station to be operated on 1510 kc, 250 w and daytime hours of operation.

AM—1240 kc

Charles B. Britt, Joe H. Britt, Vardry D. Ramseur and John Arthur Ramseur, d/b as Piedmont Bcstg. Co., Greenville, S. C.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1490 kc

P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing, a partnership d/b as

(Continued on page 88)

Covering
Ohio's
3rd Market
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
●
50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

ON THE LOOK-OUT FOR
MORE IDAHO SALES!
KSEI
POCATELLO · IDAHO

MEASURE
YOUR ADVERTISING DOLLAR
ANY WAY YOU LIKE
KDYL
AS UTAH'S POPULAR
NBC STATION
IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

Hon. Hale Byers
BBD&O
Minneapolis, Minn.

Dear Hale:

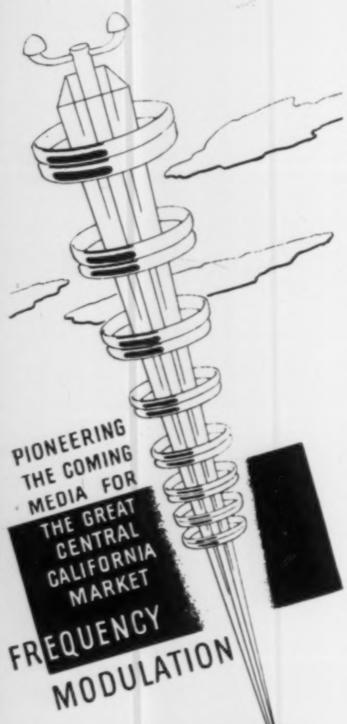
Guess who blew into town today . . . Miss 580. Yes Sir, our little lady's been all over the Golden West . . . even visited San Francisco's Chinatown and that movie place, Hollywood. 'Course this won't be news to listeners of the Women's 580 Club 'cause Miss 580 sent recordings from every interesting spot she visited, telling us all about the way western folks live. You should have seen the way letters poured in askin' Miss 580 more about her trip. Now she'll be sittin' down at the microphone every afternoon to answer the letters of our 50,000 club members.

Yrs.

Algy

WCHS

Charleston, W. Va.


PIONEERING THE COMING MEDIA FOR
THE GREAT CENTRAL CALIFORNIA MARKET
FREQUENCY MODULATION

KRFM

KFRE · KRFM *Fresno*

RODMAN RADIO STATIONS

REPRESENTED BY JOHN BLAIR & CO.

Transradio Attacks FCC News Policy

'White Paper' Urges War on Control; Asks Help

A CAMPAIGN to free radio news programs of any FCC influence was undertaken last week by Transradio Press Service Inc., New York, in a "White Paper" bidding for support of broadcasting industry "before it is too late."

The attack was aimed specifically at the Blue Book definition of "local news," which Transradio Board Chairman Herbert Moore called "the most overt move toward control of news that any governmental agency has made in years."

Demands Hearing

Mr. Moore, in a letter to FCC, demanded that it abandon the definition and call a public hearing within 60 days on "the whole question of the Commission's rights and duties to interfere in the collection, preparation and distribution of news to the American listeners."

"In the meantime and with a minimum of delay," he added, "we urge the FCC to renounce its intention of supervising or inspecting the manner or the classification in which news programs are broadcast by U. S. radio stations."

He asked that all stations be notified "that nothing contained in the so-called Blue Book of March 7, 1946, or any subsequent amended definition thereof, is binding upon them insofar as their collection, preparation and broadcast of news is concerned."

Mr. Moore's letter to the Commission, dated Oct. 15, was carried in a "Transradio White Paper in Reply to the FCC Blue Book." FCC authorities confirmed receipt of the letter but withheld comment.

In a separate message in the White Paper, Mr. Moore said "few people in the radio industry and evidently none in the news field have awakened to the grave danger that is buried in this subtle move to enforce a greater degree of localization of news broadcasts. . . . You are urged to heed this warning and align yourself in the fight to keep news in this country free from government control."

'Invitation to Distortion'

Referring to FCC Acting Chairman Charles R. Denny Jr.'s Aug. 30 letter telling International News Service that a program based on wire news should be counted as "local live" if more than half of the wire material were "very substantially edited and rewritten" locally [BROADCASTING, Sept. 16], the White Paper declared:

"Rejigger the wire service news a bit, says the FCC, and you'll have localized enough. Who hit upon this weird formula? It is a plain invitation to distortion and misinterpretation. Let the listening public suffer!"

Mr. Denny took the position that local treatment of news, not its origin, determines the classification. Mr. Moore replied:

"Never has any responsible authority or agency seen fit to reverse the unchallengeable fact that *origin and not local treatment* is the sole definition of what constitutes local news. . . . A program of national and international news based entirely upon material furnished by the wire news service could never qualify itself to be classified as a 'local live' program, no matter how much it is edited or rewritten by the local station's news staff prior to broadcast. To maintain any such viewpoint is capricious and certain to defeat the whole purpose of the FCC's carefully considered program to improve the local service of radio stations."

The White Paper called the idea "the peak of all bureaucratic effrontery. News tampered with in this manner would be diluted wire copy and nothing else!"

Arguing that "FCC inspection of news programs for 'analytical and statistical purposes' is improper, unlawful and not in the public interest," the White Paper contended Mr. Denny's interpretation of the rule would induce broadcasters to enlarge their news staffs to re-write wire material and would cost many stations $150 to $300 additional per week.

Ranks With Petrillo

"For utter uselessness," the paper continued, "this ranks with anything ever done by James Petrillo."

Mr. Moore's letter told the Commission that "regardless of the obvious good intent which motivated this [Aug. 30] amended definition of the so-called FCC Blue Book of March 7, 1946, it is tantamount to a direct federal interference in the flow of news to the American public and as such, disregards both the letter and the spirit of the American Constitution."

He said that "if persisted in, this avowed policy of requiring broadcasters to 'very substantially edit and rewrite' more than 50% of their wire news programs will expose the American people to an orgy of distortion, irresponsible or unskilled alterations of national and foreign news, over-emphasis and/or under-emphasis and misinterpretations.

". . . There is abundant history and expert testimony to impeach the whole theory of an *enforced* localization of news programs. If, however, your Commission cannot see its way clear to act without examining the abundant evidence, we request that public hearings be called within 60 days with ample opportunity for all interested parties to be heard."

Mr. Moore pointed out that press services generally forbid clients to make changes in news dispatches which would distort their meaning, or, if changes are made, refuse to have the rewritten stories credited to them.

Public Interest Unserved

"It is therefore obvious," Mr. Moore declared, "that the public interest is not being served and could never be served by the FCC directive of Aug. 30 which literally requires, and not merely invites, broadcasters to 'very substantially' edit and rewrite the news dispatches which they receive from the AP, UP, INS or Transradio Press Service, if they are to qualify such news broadcasts as 'local live' programs."

The Transradio executive told the Commission it "assumed an unsound stand" in its Aug. 30 letter "when by inference it held that 'a writer employed by a sponsor' is to be encouraged to 'very substantially edit and rewrite' national and foreign news derived from the various news services. Never before has any public authority, least of all an agency of the federal government, turned its back upon the time-honored tradition that advertisers should be constrained from altering news dispatches which happen to surround or be adjacent to their commercial messages.

". . . No one should be encouraged, least of all required, to tamper with news on its way from the reporter to the listener or reader."

The White Paper, which Transradio said was "compiled and presented as a special service for the broadcast industry," said the local-news provision, "forming a part of the FCC's new procedure for granting and renewing broadcast licenses, must be fought as a separate battle and it must be won decisively. . . It must not be interlinked with the general fight against the Blue Book as a whole because that battle *might not be won* by the broadcasters. This is no prophecy; it is a warning!"

PRESIDENTS TALK it over at joint meeting of Radio Manufacturers Assn. board and Canadian RMA board Oct. 10-11 in Quebec [BROADCASTING, Oct. 14]. They are: Ray C. Cosgrove, Crosley Corp., RMA president, at left, and S. L. Capell, Canadian Philco, president of Canadian RMA.

At ABC Affiliate Dinner

ABC AFFILIATES were dined by the network Sunday. Top left (l to r): Mark Woods, ABC president; Harold Dewing, WCVS Springfield, Ill.; Les Pfefferle, WCVS. Top right, Robert Kintner, ABC vice president; Ivor Kenway, ABC advertising director; Roger Clipp, WFIL Philadelphia.

In five two-column photos (from top to bottom, l to r): Gil Berry, ABC sales manager, Central Division; Harold Dewing, WCVS; Charles Stuart, KOIL Omaha; Jim Stirton, ABC Central Division assistant to v-p.

Walter Koessler, WROK Rockford, Ill; Gayle Grubb, KGO San Francisco; C. Bruce McConnell, WISH Indianapolis; Ted Oberfelder, ABC assistant advertising director.

Jack Draughon, WSIX Nashville; Lee Jahncke, ABC eastern station relations manager; Tom Evans, KCMO Kansas City; Lester Cox, KWTO Springfield, Mo.; Joe Hartenbower, KCMO; Bob Lindsley, KFBI Wichita.

Katherine McKarten, WINN Louisville; Glenn Snyder, WLS Chicago; Mrs. Nelle Kendrick, WINN; E. J. Noble, ABC board chairman.

Ray Meurer, WXYZ Detroit; Karl Sutphin, ABC Central Division promotion manager; Mrs. Edith Jansen, KUTA Salt Lake City; Ed J. Jansen, KBIO Burley, Idaho.

RCA In Turkey

RCA last week announced it had signed an agreement with the Turkish Government to install radio equipment aboard 31 Turkish merchant ships, erect a coast marine radio station in Turkey and furnish equipment for a maritime training school.

KXEL PETITIONS FCC ON 1540 KC REQUEST

CALLING upon FCC to invoke its new policy on amendments of applications, KXEL Waterloo, Iowa, asked the Commission last week to reconsider its action allowing Louisiana Broadcasting Co. to request 1540 kc with 50 kw for a new New Orleans station.

The petition noted that KXEL is on 1540 kc with 50 kw and said the station would receive "objectionable interference" from the proposed New Orleans operation. Therefore, it contended, a hearing would be necessary before the New Orleans request could be granted.

Louisiana Broadcasting Co., owned by Roy Hofheinz and W. N. Hooper (KTHT Houston), received a proposed denial of its application when it was requesting 1580 kc [BROADCASTING, Sept. 30]. KXEL contended the amendment to 1540 kc therefore should not be allowed under FCC's policy that applications which have been into hearing and have received proposed denials may not be amended if the amendment would throw the application into hearing with another application because of mutual exclusivity [BROADCASTING, Oct. 7].

Radio Freedom Asked

FREEDOM OF RADIO as well as of the press and assembly was asked by Secretary of State Byrnes in the coming elections in Bulgaria, but on Oct. 23 the State Dept. said the Russian general on the Allied Control Commission had prevented Bulgarian publication of the U. S. appeal.

Doherty

(Continued from page 36-B)

in merchandising better labor relations," declared Mr. Doherty.

Radio should sell to employes the fact that it provides "an attractive field of employment," he continued. Job for job, radio is among the highest-paying industries in the country, he pointed out and pay increases during and since the war have been above average.

Attractive Field

"Why not turn the spotlight of public relations, which you use so successfully for sales promotion, toward your employes?" asked Mr. Doherty. "Management in the radio industry must maintain, and in some cases regain, fundamental control over operations. If not, the radio station's pocketbook will shrink and these attractive salaries—common to the industry—cannot be forthcoming in the future."

He urged broadcasters to answer promptly and fully all queries from the NAB Employe-Employer Relations Dept. in order to help the association assist radio in doing a better employe-employer relations job.

The only
New Orleans Station
using all these means
to build Listenership
continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

RADIO KIST
Santa Barbara • California
Harry C. Butcher & Staff
Telephone 4000
TWX S BAR 7389
Benjamin Franklin Building

Sixth Richest Per Capita Market in the United States

The Quality Station in A Quality Market

National Representative
Joseph Hershey McGillvra, Inc.
New York, Chicago, Los Angeles, San Francisco

Affiliated with
National Broadcasting Co.
250 Watts 1340 KC

20,000 WATTS OF SELLING POWER
WJJD
CHICAGO
A Marshall Field Station Represented Nationally by Lewis H. Avery

NBC ON 590 KC
RADIO
WOW
5000 WATTS
OMAHA
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

The "HAPPY MEDIUM" Station

KTUL covers the MONEY-MARKET of Eastern Oklahoma . . . JUST RIGHT . . . because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.

FREE & PETERS National Representatives

John Esau General Manager

KTUL
5,000 WATTS • TULSA

The SCHOOL of RADIO TECHNIQUE

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
Send for free Booklet B.
G. I. Training in New York.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

FCC Actions

(Continued from page 85)

Ewing Bcstg. Co., Vicksburg, Miss.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation (contingent upon change in frequency of WJXN).

AM—1400 kc

WGAP Maryville, Tenn.—Application filed by Public Service Bcstg. Corp. to purchase Radio Station WGAP.

AM—1130 kc

A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a partnership d/b as Sky Bcstg. Service, Kansas City, Mo.—CP for a new standard broadcast station to be operated on 1130 kc, 1 kw and daytime hours of operation.

AM—1590 kc

Tillamook Bcstg. Co. Inc., Tillamook, Ore.—CP new standard broadcast station to be operated on 1590 kc, 250 w and unlimited hours of operation.

OCTOBER 23

AM—680 kc

WAPA San Juan, P. R.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter location and change studio location—AMENDED: to change transmitter location.

AM—1000 kc

Herbert L. Wilson, Rutland, Vt.—CP new standard broadcast station to be operated on 780 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 780 to 1000 kc and make changes in antenna.

AM—1430 kc

The Capital Bcstg. Co., Annapolis, Md.—CP new standard broadcast station to be operated on 1430 kc, 100 w night, 250 w day and unlimited hours of operation—AMENDED: to change power from 100 w night, 250 w day to 500 w, install directional antenna for night use only, change type transmitter and change transmitter location.

AM—660 kc

Heart of Ohio Inc., Columbus, Ohio—CP new standard broadcast station to be operated on 660 kc, 1 kw and daytime hours of operation.

AM—680 kc

Herman Radner, Dearborn, Mich.—CP new standard broadcast station to be operated on 680 kc, 250 w and daytime hours of operation—AMENDED: to change type transmitter and change transmitter location from Dearborn to Detroit, Mich., and studio from Dearborn to Detroit, Mich.

AM—1330 kc

WBTM Danville, Va.—CP to change frequency from 1400 to 1390 kc, increase power from 250 w to 1 kw, install new transmitter, directional antenna for day and night and change transmitter location—AMENDED: to change frequency from 1390 to 1330 kc, power from 1 kw to 1 kw night, 5 kw day, change directional antenna for day and night use to directional antenna for night use only, change type transmitter and make changes in ground system and change transmitter location.

AM—1480 kc

Radio Anthracite Inc., Shamokin, Pa.—CP for a new standard broadcast station to be operated on 1480 kc, 1 kw, directional antenna night and unlimited hours of operation—AMENDED: re corporate structure and officers.

FM—Unassigned

West Central Bcstg. Co., Tulsa, Okla.—CP new FM broadcast station to be operated on frequency to be assigned and coverage of 19,720.8 sq. mi.

AM—1230 kc

The Augusta Chronicle Bcstg. Co., Augusta, Ga.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

AM—1230 kc

Voice of Augusta Inc., Augusta, Ga.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

AM—1230 kc

Georgia-Carolina Bcstg. Co., Augusta, Ga.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

AM—1240 kc

S. C. Olliff, John E. Minter and Luther W. Martin, a partnership d/b as Andrew College Bcstg. Co., Cuthberth, Ga.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—860 kc

WDMG Douglas, Ga.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and for approval of transmitter location.

AM—1380 kc

Skyway Bcstg. Corp., Asheville, N. C.—CP new standard broadcast station to be operated on 1380 kc, 1 kw night, 5 kw day, directional antenna night and unlimited hours of operation—AMENDED: to make changes in directional antenna pattern and change transmitter location.

AM—1230 kc

WAZF Near Yazoo City, Miss.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and approval of transmitter and studio locations.

AM—650 kc

KRCT Goose Creek, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location and to specify studio location.

AM—1560 kc

Nonpareil Bcstg. Co., Council Bluffs, Ia.—CP new standard broadcast station to be operated on 1590 kc, 5 kw, directional antenna and unlimited hours of operation—AMENDED: to change frequency from 1590 to 1560 kc, power from 5 kw to 1 kw for daytime only, change directional for day and night use to vertical antenna, and change type transmitter.

AM—1310 kc

Roscoe L. Thompson, Keokuk, Iowa—CP new standard broadcast station to be operated on 1310 kc, 250 w and daytime hours of operation.

AM—950 kc

WAAF, Chicago, Ill.—CP to change hours of operation from daytime to unlimited, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to change power from 1 kw to 1 kw night, 5 kw day, change directional antenna from night use only to day and night, change type transmitter and change transmitter location.

FM—94.1 mc

Radio Station WOW Inc., Omaha, Neb.—CP new FM broadcast station to be operated on Channel 231, 94.1 mc and coverage of 14,280 sq. mi.

AM—860 kc

F. L. Thornhill, tr/as East Side Bcstg. Co., Kirkland, Wash.—CP new standard broadcast station to be operated on 860 kc, 250 w and daytime hours of operation.

AM—1450 kc

The Mesilla Valley Bcstg. Co., Las Cruces, N. M.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1490 to 1450 kc.

Application Returned:

Frank Andrews, Modesto, Calif.—CP new standard broadcast station to be operated on power of 250 w and daytime hours of operation. (Incomplete.)

Convention

(Continued from page 13)

developments in American broadcasting, and their shadows were cast before in the sessions of the 24th annual convention. There was no soft talk this time about broadcasting's shortcomings. There was a frankness among broadcasters that matched that of the marginal critics. William S. Paley, chairman of the board, CBS, in an address Tuesday sounded the call for self-regulation.

"We have allowed criticism of radio, for lack of appropriate reply to assume the dimensions of a fad among certain minority groups," he told delegates. "As to our primary job, I propose that we be militant, not defensive about it."

He acknowledged the soundness of some criticisms of radio an proposed that the industry develo and enforce a code as a positive action toward better radio.

PRESENT, PAST PRESIDENT
Ryan presents Miller for keynot address

Edgar Kobak, MBS presiden speaking at a panel on public relations Wednesday, remarked: "On bad program, one bad spot announcement, one poorly run station condemns the whole industry We brag too much in this business. Let's undersell a little. Publicity and public relations won' correct our bad strategy."

Harold Hough, general manager WBAP Ft. Worth, who afterwar was elected to the board, speaking at the same meeting, called upon broadcasters to "remember the forgotten man—the listener." H praised Chairman Denny's speec before the assemblage as a "gran job in public relations" and one destined to "improve relations between industry and Government."

These were sentiments which found echo in corridors and hotel rooms.

900 Newcomers Bring Changing Outlook

At the last wartime conference there were 1100 broadcasters. A this one, there were 2000. Tha meant 900 newcomers. Three years of war and one of reconstruction had passed. Some place 900 newcomers had entered the fold. They were welcomed as delegates, taken in as companions in a mutual enterprise and—none among the pioneers would fail to admit—looked upon with some nervous misgiving. This, it appeared, was the new radio.

The exhibitors, merchants with a keen sense of timing, had caught the spirit of things to come. Exhibits were devoted almost exclusively to FM and television. RCA, in cooperation with WBKB Chicago, televised the proceedings of the convention for the benefit of those who could not crowd into assembly halls. Many broadcasters, unacquainted before with video, saw themselves appear magically on the kinescope. "It's a rich man's business," most of them agreed. But they acknowledged that even the rich must live—and it looked like fun.

"After all, 12 months from now when we have hundreds of FM stations on the air, there is going to be a tremendous demand for FM receivers," Mr. Denny had told the delegates.

It was evident to those whose talent, toil and investment had launched American radio that the ceremony was over, the champagne bottle lay shattered where once the prow had pointed—and from now on a lot of people were going to drink beer. Most of the newcomers are accustomed to such modest fare, it appeared, if one counted the discharge buttons of the lapels of the initiates.

Wayne Coy, assistant to the publisher of the *Washington Post* in charge of its radio properties, was elected to the board of directors. Mr. Coy is a liberal. He was in the silent cabinet of President Roosevelt. He is provocative. Most agreed that he would introduce a new and "healthy" influence at board meetings. And he was elected by the pioneers.

Coy's Election Typifies Changes

Mr. Coy is a big mind with a small station viewpoint. He is an FM enthusiast. His election was not the only evidence of renewed interest in small market operations, however. Spearheaded by such veteran enthusiasts as Marshall Pengra of KRNR Roseburg, Ore., and Robert T. Mason of WMRN Marion, Ohio, plans were made for greater activity in local programming. Mr. Mason made the point that station managers in smaller communities are assuming the position of newspaper editors with like responsibility toward the interests of their listeners. Many minds changed.

But some remembered that there was an unseen delegate. Mr. Hough of WBAP, an NBC affiliate, had said that the forgotten man was the listener. Niles Trammell, president of NBC, said Thursday to the delegates "the forgotten man of the convention is the advertiser." But whichever was correct—and some thought that perhaps both were—convention sentiment aligned solidly behind remembering both of them in the future.

Mr. Trammell—"Advertising in our competitive economy is not only necessary to the operation of modern industry, but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom."

On this point, there seemed complete accord. It had been made by Messrs. Denny, Miller, Kobak, Paley, Knight, Price, Hough, Willard and it had been on the tongues of hundreds of others who made their speeches wherever they could find a listening audience.

BMB proved to be the battle which was settled with no shots fired. Many expected pitched warfare on the use of BMB material. Hugh Feltis, president, told about progress to date. J. Harold Ryan, chairman of BMB board, Paul West, president of ANA and Fred Gamble, president of AAAA, spoke urgently in behalf of BMB. Then President Miller of NAB spoke. He told listeners that BMB could not be judged at this early date. He advised listeners not to judge. He asked for questions after his concluding remarks. There were many raised eyebrows, but no raised hands. The numerical strength of the presidents was overpowering.

Broadcasters leaving the convention saw a great promise for the future. Great promises have been seen for the future by other delegates leaving other conventions. "But this is different," was heard on all sides.

It looked different to those who saw the judge and the young lawyer from the Commission strolling together through crowded convention assemblages. They planned, Mr. Denny had announced, to have monthly luncheon dates in the future to discuss problems of mutual interest. They were going to work together. Mr. Denny, confidants of the judge predicted, can look forward to many debates on freedom of speech between the herring—red or otherwise—and the dessert.

They sat in La Petit Cafe off the Palmer House lobby one evening toward the close of sessions. As the party broke up, a friend called, "Hey Charlie."

"Just a minute," the chairman said, "I want to say goodnight to Justin."

Mr. Miller had been drinking orange juice. Mr. Denny had been drinking a highball. But apparently neither was on the acid side.

* * *

Monday

RESEARCH program towards adequate evaluation of present methods was decided at Research Committee meeting, with NAB Research Director Kenneth Baker urged to rush project. Committee also recommended Denver U. survey be repeated; Mr. Baker reported on newspaper policies in carrying radio listings. At meeting of Subcommittee on Sales Practices, John M. Outler Jr., WSB Atlanta, urged standardization of station rates and definitions; Arthur Hull Hayes, WABC New York, submitted final report on rate cards. Lewis Avery, Avery-Knodel, chairman of Sub-Committee on Contract Forms, announced new form will be submitted to AAAA Oct. 27-28. Subcommittees on Audience Measurement and Subcommittee on Advertising Agency Recognition also held meetings. Other stories on Monday meetings: FM Panel, page 17; Facsimile Meeting, page 20.

At the Research Committee meeting Monday morning decision was reached not to publish any further critiques on value of research at this time. Instead it was decided to prepare a research program leading toward adequate evaluation of present methods.

Complete set of data peculiar to radio will be published, combining facts of other research groups. NAB Research Director Kenneth H. Baker was urged to rush the project, which supplants proposed market data handbook plans.

Attempt to use program logs as a source of material was abandoned. A resolution was adopted recommending development of reports on program information and income sources. The committee recommended that the Denver U. audience reaction study be repeated. Mr. Baker made an advance report on a study of newspaper policies in carrying program listings.

More standardization in station rate practices and definitions was advocated by John M. Outler Jr., WSB Atlanta, at the meeting of the Subcommittee on Sales Practices. His report recommended a one-rate policy where possible; otherwise a retail-general terminology.

Arthur Hull Hayes, WABC New York, submitted final report on rate cards by the standardization subcommittee, with recommendations of timebuyers, station men, representatives and others incorporated. The report was approved and was distributed at the Thursday sales clinic.

Standard Form Goes to AAAA Soon

Lewis H. Avery, president of Avery-Knodel, New York, in the absence of Walter Johnson, WTIC Hartford, chairman of the Subcommittee on Standard Contract Forms, announced that the new standard form will be submited to the AAAA board Oct. 27-28. If this approval is given, mats will be distributed to all NAB members.

Frank Webb, of Avery-Knodel, Los Angeles, former chairman of the Subcommittee on Audience Measurement, reported for Chairman Beverley Middleton, WSYR Syracuse. The report proposed that NAB start an educational program to aid all those who use radio research in utilizing various research findings. The report was approved.

Stanton P. Kettler, WMMN Fairmont, W. Va., chairman of the Subcommittee on Advertising Agency Recognition Bureau, reported the NAB board at its August meeting had tabled the project. Cecil Beaver, KTBS Shreveport, La., chairman of the Joske Advisory Subcommittee, said the Joske report on the one-year clinical test of radio had met with an enthusiastic response.

* * *

Tuesday

FUTURE may hold radical departures for today's radio, FCC Comr. E. K. Jett told Conventioners, predicting end of wire lines for nets, spectrum shifts. Facsimile, Stratovision are promising he said. Ben-

(*Continued on page 91*)

An All-Time Favorite

EL RANCHO GRANDE

Published by

EDWARD B. MARKS MUSIC CORP.

* * *

Performance Rights

Licensed Through

BMI

BROADCAST MUSIC, INC.

580 Fifth Ave., New York 19, N.Y.

BEAUMONT
ORANGE
PORT ARTHUR
ONE BIG MARKET
SERVED BY
KFDM
BEAUMONT TEXAS
560 K C., 1,000 WATTS
MEANS BUSINESS
TEXAS
REPRESENTED BY
FREE & PETERS
Inc.
AFFILIATED WITH AMERICAN BROADCASTING CO. INC.

FOR THE

"World's Best Coverage of the World's Biggest News"

UNITED PRESS

CBS
WJNO
Where "Dun and Bradstreet" meet "Hooper and Crossley"!
WJNO
THE VOICE OF THE PALM BEACHES

CBS Groups Assess Network Activity

Affiliates and Owned Stations Gather In Chicago

RESULTS of network activities on behalf of its affiliates were discussed at two pre-convention meetings Sunday, conducted by CBS executives and representatives of all CBS owned and operated and affiliated stations.

Howard S. Meighan, CBS vice president and director of station administration, presided at the closed session Sunday afternoon at the Drake Hotel, at which Columbia O-&-O stations' problems were discussed. Also from network headquarters were Elmo C. Wilson, research director; his assistant, Oscar Katz; Jack Van Volkenburg, general sales manager of CBS Radio Sales, and his eastern division assistant, Herbert Carlborg.

From the O-&-O stations, attendance included Arthur Hull Hayes, WABC New York; Frank Faulknor, WBBM Chicago; Harold E. Fellows, WEEI Boston; Wendell B. Campbell, KMOX St. Louis; Donald W. Thornburg, vice president in charge of the Pacific Coast division, who spoke for KNX Los Angeles; A. E. Jocelyn, WCCO St. Paul-Minneapolis; and Carl Burkland, WTOP Washington, D. C. Also present was Thad Holt, WAPI Birmingham, Ala.

The evening session, conducted for members of the Columbia Affiliates Advisory Board, at the Ambassador East, was addressed by William S. Paley, CBS board chairman.

Other speakers included Frank Stanton, CBS president; Joseph H. Ream, vice president and secretary; William C. Gittinger, vice president; H. V. Akerberg, vice president in charge of station relations; Edward R. Murrow, vice president and director of public affairs; Davidson Taylor, vice president and director of programs; and Earl H. Gammons, vice president and director of CBS Washington.

RENEWING old friendship with CBS executives (top photo) is W. Howard (Slim) Summerville (l), general manager of WWL New Orleans. They are: William S. Paley (c) and H. V. Akerberg (r).

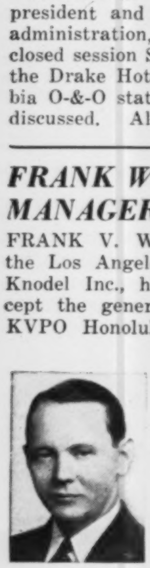
In next photo, Frank Stanton (r) greets C. T. Lucy, general manager of WRVA Richmond.

Frank Eighmey, general manager, WTAD Quincy, Ill.; Earl H. Gammons, and J. Kelly Smith, CBS stations relations director (third photo).

Banquet meeting of Columbia Affiliates Advisory Board (lower photo) included (l to r): I. R. Lounsberry, general manager of WGR Buffalo and advisory board chairman; Frank Stanton; William S. Paley and Arthur Church, general manager of KMBC Kansas City.

FRANK WEBB NAMED MANAGER OF KVPO

FRANK V. WEBB, manager of the Los Angeles office of Avery-Knodel Inc., has resigned to accept the general managership of KVPO Honolulu, T. H., effective November 1 according to Harold T. Kay, president of Pacific Broadcasting Co. KVPO is a newly licensed station with 10 kw on 690 kc, fulltime, and affiliated with ABC. Mr. Webb said he expected KVPO to be on the air by January 1.



Mr. Webb

Mr. Webb has had long experience in sales managership and radio advertising. Before joining Mr Avery, he was general manager of the broadcasting division of Farnsworth Television and Radio Corp. Prior to that he was associated for five years with Westinghouse radio division, as sales manager of KDKA Pittsburgh.

Mr. Avery said he had no plans for an immediate replacement in the Los Angeles office.

Facsimile

(*Continued from page 20*)

greatest facsimile enthusiasts Elliott Crooks, director of the Newspaper Publishers Facsimile Service of Radio Inventions Inc., told the meeting. They see it, he said, as a means for delivering spot news to the public as it happens instead of hours later, for immediate transmission of sporting event scores, for delivering specialized news such as market reports to those who want it (the others don't turn their sets on for it) and leaving it out of their papers with appreciable savings in newsprint, and, most important, to reach women with news when they have the leisure to read it.

Morning newspapers often leave the home with the man of the house, he said, and the evening paper arrives when the woman is busy getting dinner, so that in enabling them to reach women at home with news and advertising at times when they can stop to watch it, facsimile offers a valuable service to publishers.

Advising stations without newspaper affiliations to tie up with a local paper in producing a facsimile service, Mr. Crooks said that where this is not feasible an alert station news staff, augmented by a facsimile editor and assistant, should be able to provide satisfactory service. Associated Press, he reported, has already promised to supply news and features processed for facsimile and the other news services are sure to follow suit. Varitype machines or similar equipment can provide adequate reproduction copies of facsimile material where typesetting equipment is not available, he said.

Hogan's Opinion

Facsimile can aid a broadcaster in promoting his FM and even his AM program service, according to John V. L. Hogan, president of Radio Inventions and of the New York Times stations WQXR (AM) and WQXQ (FM).

Speaking as a broadcaster, Mr. Hogan said that WQXQ will broadcast FM aural programs in the late afternoon and evening and facsimile during the other daytime hours, designing its facsimile service to increase the audience for its sound broadcasts. He predicted that by the time there are enough FM receivers to require full 17-hour daily FM sound programming a multiplexing technique will have been perfected, enabling simultaneous sound and facsimile broadcasting.

In answer to a question about costs, Mr. Hogan said that $10,000 is enough to get an FM broadcaster started in facsimile, contrasting that amount with the $250,000 he put as necessary to get into television. Receivers are expensive now, he said, but he added that manufacturers had told him that in quantity production an AM-FM-facsimile receiver should cost no more than an AM-FM-phonograph combination.

WSUA Starts

WSUA Bloomington, Ind., 1000 w on 1010 kc daytime only, went on the air Oct. 23. Offices are at 117½ W. Kirkwood. Warren G. Davis is president, general manager; Lyle Warrick, commercial manager; William Marlowe, program director; James Rolfe, chief engineer.

Stock Transfer Sought At KVNU Logan, Utah

AN APPLICATION seeking FCC consent to the sale of 14,994 of the 29,857 shares of outstanding stock of KVNU Logan, Utah, to present stockholders for $20,000 has been filed with the Commission. KVNU operates on 1230 kc with 250 w fulltime.

Stock would be transferred from H. F., John H., Clair M. and Emma K. Laub, and Adrian W. Hatch to Herschel Bullen, president, who would control 45%; Reed Bullen, secretary-treasurer, who would have 31.5%; Dan B. Shields, vice president 6.7%; Herschel Keith Bullen 4.9%; T. H. Bullen 5.9%; and Helen Bullen, 69%.

NBC

in the Triple Cities

Binghamton • Johnson City • Endicott

It's Always a Good Bet

To Put your Money on the

WINR

BINGHAMTON, N. Y. HEADLEY-REED, National Representatives

Convention

(*Continued from page 89*)

Benjamin Cohen, UN Undersecretary-General, relays gratitude for U. S. support, urges need for UN worldwide radio coverage. Other stories on Tuesday meetings include: Fulton Lewis, page 79; Miller text, page 14; Paley, page 15; Doherty, page 36B; BMB, page 16.

NAB was asked to assume leadership in promoting United Nations broadcasts throughout the country in an address Wednesday morning by Benjamin Cohen, Assistant Secretary-General, Dept. of Public Information, United Nations. He suggested the association form a special committee to advise the U. S. radio liaison office.

This committee, Mr. Cohen said, would help acquaint program planners with the experience of other stations, "help create new program ideas and generally serve as an agency to help utilize American radio to the fullest possible extent in the interest of lasting peace."

Mr. Cohen described the UN radio activities and plans for its own worldwide broadcasting and telecommunications service, a need recognized in the first session of the General Assembly at London. The Assembly adopted a resolution empowering UN "to have its own radio broadcast station or stations with the necessary wavelengths both for communication with members and with branch offices, and for the origination of UN programs."

The Telecommunication Advisory Committee will report by Nov. 10 on its plans. He predicted the world before long will hear the UN signal: "This is the United Nations calling the peoples of the world."

Programs Carried In 5 Languages

Starting with the opening session Oct. 24, General Assembly proceedings have been broadcast through the State Dept. along with Canadian Broadcasting Corp. and BBC. Programs are carried in the five UN official languages, English, French, Spanish, Russian and Chinese. Service totals about 9½ hours daily.

Mr. Cohen read a telegram from Trygve Lie, Secretary General of UN, thanking President Miller for NAB's pledge of full support of the association and American broadcasters to the UN.

Host at a luncheon in honor of Mr. Cohen Tuesday was Harry Maizlish, Warner Bros. official and general manager of KFWB Hollywood, who created radio precedent with direct-line coverage of UN activities.

Guests included Benedict P. Cottone and Harry Plotkin, General Counsel and assistant General Counsel respectively of the FCC; Chris Cross, UN Radio Director, and representatives of the daily and trade press.

BENJAMIN COHEN, UN
Asks Radio to Aid Peace

Mr. Cohen in an informal talk, emphasized the urgent need for radio facilities for UN to provide worldwide coverage, and made a plea for press cooperation. In a question-answer session he outlined the manner in which the proposed UN broadcasting information organization would function.

Broadcasting, as it exists today, faces a radical departure at some future date—a change that may see the end of wire lines for networks—one that may see every service shifted in the spectrum.

That's the picture drawn by Comr. E. K. Jett of the FCC, who addressed the NAB 24th convention in Chicago on "The Application of War Developments to Postwar Broadcasting."

Already the expanded spectrum (now 10-30,000,000 kc) is becoming crowded with applications for new services and extension of present ones, said Mr. Jett. Since V-J Day the Commission has authorized more than 1,000 new aural stations, an average of about one AM and two FM outlets a day since the war ended, he added.

Commissioner Jett saw in Pulse Time Modulation a possible answer to multiple transmissions, although he said PTM techniques are not applicable to the present systems of AM and FM broadcasting. "On the other hand, pulse transmission can be used advantageously at microwave frequencies as a possible substitute for wire lines and other radio techniques in providing facilities for interconnecting broadcasting stations and for the point-to-point delivery of telegraph, telephone and facsimile," said Commissioner Jett.

Microwave relay systems, presently using frequencies from 3700-13,000 mc, "may prove to be more efficient than wire lines or coaxial cables for the future network distribution of AM, FM, television and facsimile programs of high technical quality," Mr. Jett continued.

He termed facsimile "a phase of broadcasting which is destined to have widespread effect."

Among other developments not too far off are 50 kw tubes for broadcasting services on frequencies below approximately 1000 mc "within a year or two," said Mr. Jett. Another tube development—the resonant cavity magnetron—is efficient at frequencies ranging from 600-10,000 mc and will be the basis for many postwar circuits in that range, he added.

Stratovision Tests To Be Speeded

Production of much equipment, such as cathode ray tubes and quartz crystals, stepped up during the war by necessity, shortly will assure industry sufficient amounts at low costs, according to the Commissioner. Stratovision is expected to provide a new broadcast service. In this connection Mr. Jett said the statovision experiments "will be accelerated in the near future when more tests are made from a fully-equipped B-29 type aircraft."

Broadcasters, he said, should be particularly interested in Commission rules for preventing interference from medical diathermy and industrial heating equipment. Interference by automobile ignition systems is being studied by the Commission, he continued. The automobile manufacturers are considering a recommendation by FCC Chief Engineer George P. Adair that manufacturers begin immediately to prepare their cars to meet acceptable standards by Jan. 1, 1948, said Mr. Jett.

Mr. Jett touched on the forthcoming North American Regional Broadcasting Conference in Canada, now scheduled for Sept. 15, 1947, and the next World Telecommunications Conference, set for July 1, 1947. He urged American broadcasters to prepare for both conferences immediately.

The Canadian parley probably will be postponed to 1948, he said, inasmuch as the U. S., and probably other nations, could not submit proposals by Oct. 1 as provided in the NARBA Interim Agreement adopted in Washington last February.

COMMISSIONER JETT
Sees Radio Changes

"Although it is reasonably certain that the present allocations will remain in force for many years to come, it cannot be guaranteed that any service will remain permanently in its present place in the spectrum," declared Commissioner Jett.

The U. S. has asked for a 90-day extension, which means that proposals must reach the Inter-American Radio Office in Havana by Jan. 2, 1947. Preparatory work must begin "with a careful examination of the entire NARBA treaty, as well as the Interim Agreement," said Commissioner Jett. He outlined these matters of policy nature which should be reviewed:

1. Definition of the North American Region. Should Alaska, Hawaii, and Puerto Rico be included? If so, under what conditions?

2. Definition of the standard broadcast band. If the lower limit is set at 540 kc (as proposed last year by the FCC) the U. S. must be prepared to deal with that subject.

3. Existing treaty provides for 59 clear channels, 41 regionals and

(*Continued on page 92*)

5000 WATTS

WORLD'S MEMORABLE BATTLE GROUNDS
WIDER MARKET BETTER GUARANTEE

NBC IN RICHMOND, VA.

Convention

(Continued from page 91)

6 locals. No problem, except to determine the status to be given 540 kc—whether clear, regional or local.

4. Definitions of classes of stations. Certain mileage restrictions which apply to particular classes may need to be re-examined.

5. Notification of frequencies. Something must be done to avoid conflict in notifications.

"Although it is reasonably certain that the present allocations will remain in force for many years to come, it cannot be guaranteed that any service will remain permanently in its present place in the spectrum," declared Mr. Jett. "It is clear, for instance, that the trend in the domestic services has been in the direction of developing and providing higher bands of frequencies, not only to provide room for expansion, but also to render an improved service."

* * *

Wednesday

RADIO's forgotten man—"the listener"—should receive more attention averred NAB President Justin Miller, MBS President Edgar Kobak and others on "Broadcasting's Public Relations" panel. Cater more to the whims of that audience, pay a little less attention to "Hoopers", urged speakers. At music and copyright sessions, Sydney Kaye, vice president and general manager of BMI, outlined BMI's scope; forthcoming contract deadlines with ASCAP in 1948. Other stories on Wednesday sessions: Small Markets, page 98; Acting FCC Chairman Denny's address, page 14.

If radio is to do a good public relations job it must pay less attention to Hoopers, do less bragging, it must advertise and above all give consideration to the "forgotten man—the listener."

That advice was given broadcasters at Wednesday's session on "Broadcasting's Public Relations," with NAB President Justin Miller as moderator. Edgar Kobak, MBS President; Harold Hough, WBAP Fort Worth; and Alma Kitchell, WJZ New York women's director, shared panel honors. They didn't pull punches in diagnosing radio's public relations ills.

"Public relations in broadcasting is the joint responsibility of industry and government" said Mr. Kobak. "If we do a good job the people will tell us. We don't have to shout about it. We try to do our public relations with publicity. Let's sell our story with advertising—more than just publicity."

Mr. Kobak said "millions of volunteers" who helped the Red Cross government and local agencies during the war are "out of work now and their job is to help us run the broadcasting industry," by writing critical letters to stations.

Idle Volunteers Become Critics

To improve public relations radio first must know what "makes the people like and respect us," said Mr. Kobak. "They won't love us. People never love any industry that works for a living, but they respect us and we need that respect.

"One bad program, one bad spot announcement, one poorly run station condemns the whole industry. We brag too much in this business. Let's undersell a little. Publicity and public relations won't correct our bad strategy."

Mr. Kobak said he'd "like to see somebody from the listening side" at NAB conventions. Broadcasters, he continued, do all the talking but they never seem to listen to the people they serve.

Mr. Kobak paid tribute to a talk on Tuesday by William S. Paley, CBS board chairman (see story page 15). "That talk will make a hit with the public because it said we're going to clean house," he stated. "But the public remembers and six months from now they're going to know whether we have cleaned house. When we make promises to clean up we must follow through."

"We've got to clean up our poor programs. We've got to modernize our business methods. Public relations starts with private relations. We've got to educate ourselves and our own people first before we can educate the public. We've got to get off the defensive."

Mr. Kobak said "everybody is sensitive about something" and it's up to broadcasters to "keep that in mind when you're doing your public relations."

Mrs. Kitchell told how women directors and commentators participate in civic affairs, broadcast "public service" announcements (because broadcasters are inclined to place such announcements on women's programs) and how they judge various contests. That's all public relations, she explained.

Referring to the "volunteers" mentioned by Mr. Kobak, Mrs. Kitchell said "it's wise to get those volunteers on our side." Mrs. Kitchell expressed the view that women directors probably "know more about listeners" than others because they are constantly in touch with them.

Mr. Hough called FCC Chairman Denny's address as given at the Wednesday luncheon session "the grandest demonstration of public relations." He said he believed Mr. Denny "put the FCC in a better light, a better spirit than any of us could hope."

Public relations is a little misleading, said Mr. Hough. "When a book like *The Hucksters* sells a million copies, there's a reason. People bought it because it took a slam at radio." He mentioned Fred Allen's program which frequently criticizes radio in a humorous vein. He told of writers who have turned out books criticizing radio and declared: "We'd better look into this antagonism. Ignoring it permits it to grow. A great deal of things we complain about we cause ourselves."

Suggests Listening To Own Stations

If radio is "doing things to irritate the people, we'd better find out why," he asserted. "If some of us will start listening to our own stations we're going to join the fellow who wrote the Blue Book."

Mr. Hough criticized commentators who set themselves up as "authorities," declaring: "I don't know how the country got to be the power it is without these commentators."

He said radio had been "pretty busy with Hoopers" and neglected the "forgotten man."

"We think all we have to do is put a program on the air, and label it 'public service'. We've got to realize that just labeling a show 'public service' doesn't make it a service. The listener can be forgotten in more places and more ways than anyone else."

Mr. Hough recalled the complaint filed a few months ago against the Texas Quality Network by a candidate for governor who objected to the time allotted for political broadcasts [BROADCASTING, Aug. 5, 12].

Met Issue in Usual Vigorous Manner

"We met the issue as broadcasters in our usual vigorous manner," said Broadcaster Hough. "We just sat there like ducks on a pond." Then came FCC examiners and hearings.

"For two days they talked about free speech and everything under the sun but the listener—the forgotten man," he declared. "One candidate testified he would like more time on the air but he didn't want to disturb the listening habits of our people. He said he knew what it meant to the average listener to be deprived of his favorite program."

INTERMISSION INTERCITY CONFERENCE. Conferees (left to right): Eleanor Scanlan, BBDO, New York; Chester Slaybaugh, Morse International, New York; C. M. Freeman, WLS Chicago; Gertrude Scanlan, BBDO, New York; Genevieve Lemper, Foote, Cone & Belding, Chicago.

"That candidate is the next governor of Texas—Beauford Jester," said Mr. Hough. He said he wouldn't say that the candidate's testimony had anything to do with his victory by a landslide, but smilingly added, "it got wide circulation."

"I hope," he concluded, "we'll give the listener very much consideration. After all he is the supreme judge in this sort of thing."

At a Wednesday session on music copyright and BMI, Sydney Kaye, vice president and general counsel of BMI, contrasted the desire of ASCAP to negotiate new broadcasting contracts now, more than three years before present contracts terminate, with the ASCAP attitude in 1939, when it refused even to name a committee to meet with broadcasters. Even in March of 1940, less than nine months be-

They love us in Memphis!

MORE LISTENERS PER DOLLAR THAN ANY OTHER STATION

(SEE OUR HOOPER)

WHHM

The Mid-South's Only 24 Hour Station!

REPRESENTED NATIONALLY BY FORJOE & CO.

fore the end of that contract, ASCAP still refused to discuss terms with the NAB committee, Mr. Kaye said.

"What is it that has changed?" he asked. "The economic motives are the same. The men at ASCAP are the same . . . only one thing has changed. There was no BMI in 1939. There is a strong BMI in 1946."

Admitting frankly that with most of the leading songwriters bound to ASCAP by long-term contracts the majority of big song hits are of ASCAP origin, Mr. Kaye reported that nonetheless BMI licensed music now accounts for over 40% as many station performances as ASCAP licensed music, and that BMI and public domain combined account for over 75% as many performances as ASCAP music, which he termed "a healthy competitive situation."

BMI today, he said, has almost 1100 AM commercial licenses in the United States, more than 1200 in the U. S. and Canada, plus practically all hotels and wired music service and increasing numbers of restaurants.

ASCAP May Renew For Nine Years

Describing the legal situation, Mr. Kaye said that ASCAP has the right to renew its present licenses automatically for an additional nine years from their Dec. 31, 1949, expiration date if it chooses to have the rate of payment unchanged. But the right of broadcasters to switch from blanket to per program licenses is expressly limited to the original term of the contracts, so they will be frozen to whatever type of license they have when that term expires.

If ASCAP wants increased payment, it will have to notify the broadcasters of its new terms by Dec. 31, 1948, Mr. Kaye stated. Broadcasters will then have the choice of cancelling their licenses at the end of 1949, or entering into arbitration to fix the percentage of gross they will pay for the next nine years, with the present percentage constituting a floor which may be raised but not lowered. The division of the radio audience among the greatly increased number of stations and the costs of developing FM and television probably will not decrease the gross of the broadcasting industry, he pointed out, but will "presumably exercise an adverse effect upon the ratio between gross income and net profits," which might make payments of an increased percentage of gross "result disastrously for many broadcasting enterprises."

"If ASCAP demands an increase," he said, "broadcasters may give notice of the cancellation of the ASCAP contract as of the end of the original term, or they may shift to the per program basis so that they can control uneconomic cost factors by varying the amount of ASCAP music performed."

LARGE ATTENDANCE marked Small Market Stations Committee meeting. Seated (l to r): Rex Howell, KFXJ, Grand Junction, Col.; James R. Curtis, KFRO Longview, Tex.; J. Allen Brown, director of NAB Small Market Stations Division; Marshall Pengra, chairman, KRNR Roseburg, Ore.; Emmett H. McMurry Jr., WJPR Greenville, Miss.; Wayne W. Cribb, KHMO Hannibal, Mo. Standing, Harry R. Spence, KXRO Aberdeen, Wash.; John Alexander, KODY N. Platte, Neb.; William B. Smullin, KIEM Eureka, Cal.; Robert Henderson, Copley Newspapers, Los Angeles; A. E. Spokes, WJOY Burlington, Vt.; John Cummins, WFOY St. Augustine; William Hardy, WFMD Frederick, Md.; Paul Wagner, WPAY Portmouth, O.; W. C. Wester, N. L Kessler, WMUS Muskegon, Mich.; Dan E. Jayne, WELL Battle Creek; John F. Meagher, KYSM Mankato, Minn.; Allan Curnutt, WOSH Oshkosh, Wis.; B. J. Parrish, KOTN Pine Bluff, Ark.; C. O. Chatterton, KWLK Longview, Wash.

BMI contracts expire in March, 1950, Mr. Kaye said, adding that as control of BMI is vested in the broadcasters the contractual relationship is of a family nature. Despite this, he said, BMI will probably ask for renewals well in advance.

Reminding the broadcasters that the BMI license fee is not an absolute amount but a maximum, he pointed out that during the period of excess taxes when there was no chance of building up reserves BMI has followed the policy of reducing its demands for license fees below the maximum.

"The abolishing of the excess profits tax now clears the way for certain plans which have long been in contemplation," he said, "and it is probable that broadcasting licensees will for a time, at least, be asked to pay the full maximum license fees."

On television rights, Mr. Kaye said that ASCAP claims video rights from its members only through 1948 and cannot include them in any renewal contracts. BMI, however, "treats and will continue to treat television licenses upon the same basis as any other broadcasting license."

At the Wednesday afternoon sessions two admendments to the by-laws were adopted. They vest in the board of directors authority to promulgate standards of practice or codes, and to provide for their enforcement; and to provide for referendum ballots by which the board can submit changes in the charter or by-laws to membership.

* * *

Thursday

ALTHOUGH the over whelming majority of people like American radio, the minority of critics can not be ignored, Dr. Paul F. Lazarsfeld of Columbia U., who analyzed the NORC Survey, told the Thursday morning general session of the NAB Convention. Nor will the public support an uncompromising fight against some Government review, he reported on the basis of the survey. The complete story of the Joske's of Texas experiment in retail radio advertising was told by several speakers at the Thursday morning Retail Radio Advertising Clinic. Other features on Thursday meetings include: Trammell text, page 20; banquet, page 68-C.

* * *

The NORC survey on what the public thinks of American radio [BROADCASTING, Oct. 14] indicates that broadcasters "cannot count on much public support for an uncompromising fight against some government review of broadcasting," Dr. Paul F. Lazarsfeld, director of the Columbia U. Bureau of Applied Social Research and author of the analysis of the survey findings, told the Thursday morning general session.

In his discussion of the major points revealed by the survey Dr. Lazarsfeld pointed out that 82% of the public thinks radio is doing an excellent or good job, that they certainly do not favor Government ownership, with 70% saying that radio should be left in the hands of private business.

"Yet," he said, "they definitely feel that the Government should have a number of review functions. Two-thirds believe that the Government should make sure that news broadcasts are truthful. About one-half want the Government to see to it that stations regularly carry programs presenting both sides of public issues. Almost as many are in favor of having the Government see to it that stations broadcast a certain number of educational programs. People were much more concerned with problems of this kind than with Government regulation of station frequency and operating power.

People Applying Checks and Balances

"The man in the street," Dr. Lazarsfeld declared, "applies the old American tradition of checks and balances to this whole problem. He wants neither the industry nor the Government to run away with the show. While they do not talk in terms of such technicalities as license renewal, the public seems to approve of the situation as it is now developing. They want the industry to take the initiative and they are willing to let the industry have its profits. But they also think that the Government should assure all around fair play."

Reporting that "at the moment your fairness is not at issue," with

(Continued on page 94)

Worthy of an Engineer's Careful Consideration

TYPE 102-A LINE AMPLIFIER

TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK
37 W. 65 St., 23

SAN FRANCISCO
1050 Howard St., 3

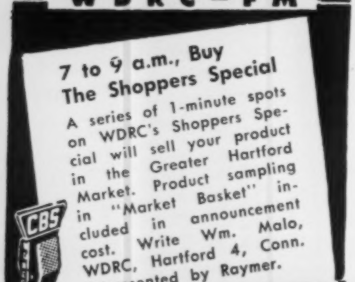
LOS ANGELES
1000 N. Seward St., 38

The Largest
TRANSCRIPTION
LIBRARY
OF
AMERICAN FOLK
MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

Only $5.00
brings you
260
Local Bank
(100 word)
Commercials
Agency Prepared Copy
Covers: Personal Loans—Trust Department Safety Deposit Boxes—Savings and Checking Accounts—Holidays.
Tried — Tested — Forceful
Yet with all the dignity and character Bank copy demands. First Bank to use this service secured over 1000 Personal Loan applications in 6 months.
Send $5.00 For Complete Set
WM. H. KINSALL & CO., *Advertising*
P. O. Box 836
BLOOMINGTON, ILLINOIS

WDRC
HARTFORD : CONNECTICUT
WDRC—FM
7 to 9 a.m., Buy
The Shoppers Special
A series of 1-minute spots on WDRC's Shoppers Special will sell your product in the Greater Hartford Market. Product sampling in "Market Basket" included in announcement cost. Write Wm. Malo, WDRC, Hartford 4, Conn.
Represented by Raymer.
CBS



PLEASE tell us 3 weeks in advance your new address. You'll be sure to receive BROADCASTING on time.

Convention

(*Continued from page 93*)

81% of the survey's respondents saying that radio stations are generally fair, Dr. Lazarsfeld asked broadcasters how they would argue their case if "at some future time your program policy were questioned by a substantial part of the public."

He said that recently he and some top NAB officials found themselves in an embarrassing position when, in preparation for the Attorney General's forthcoming conference on the prevention of juvenile delinquency, panels were appointed to collect information on the role of radio and motion pictures in this problem. Hollywood Dr. Lazarsfeld reported, "immediately produced interesting data: The number of crime pictures they had made, the manner in which policemen were treated on the screen, how they avoided giving specific information on criminal techniques, etc."

"But," he continued, "we on the radio panel had nothing to show. As a matter of fact, Columbia U. offered to carry through a content analysis of radio scripts, but we were unable to get scripts released for this purpose."

Suggests Cooperative Script Analysis

Declaring this an "unhealthy and paradoxical situation," he asked how broadcasters "can meet the charge that news commentators are biased or that crime dramas contribute to juvenile delinquency if you have not even machinery to review what is actually going out from your transmitters." He urged broadcasters in each community to set up machinery for cooperative script analysis, with each station submitting scripts perhaps one day in each month.

"With the present study," Dr. Lazarsfeld stated, "you have taken the first important step in giving a public account of your industry's activities; you have shown how people look at radio. No doubt you will sponsor further research. One of the next steps should be a report of how radio programs themselves look."

Some broadcasters have asked why, when the public's great satisfaction with radio was the major result of the survey, so much space in the report was devoted to the views of radio's critics, Dr. Lazarsfeld said. Explaining this, he said that these critics "are solid citizens, the well-educated men and women . . . A minority, but obviously a very important one." They are, he said, "in the great line of American reformers who have fought for generations to establish schools, to abolish child labor, to reduce working hours, only to find that people spend this time listening to your radio programs."

ALL ANGLES of Joske's Department Store were aired at Thursday morning session. Planning roundtable procedure the night before were (l to r) Walt Dennis, radio and television director, Allied Stores Corp.; Lee Hart, NAB retail advertising supervisor; Lewis H. Avery, head of Avery-Knodel, station representative.

Of the triple role of broadcasting as a craft, a business and a social force, Dr. Lazarsfeld said, "Your critics admire your craftsmanship; they are sure that you are good businessmen. But when they think of radio as a social force they keep their fingers crossed." Urging broadcasters not to underrate these critics, who, even if they seem negligible as an audience, "are a formidable public force and have won many battles," he said that "you and your critics will somehow have to come to terms, for the good of the country as well as for your own peace of mind."

Dr. Lazarsfeld said that in the section on the public's attitude on advertising, which revealed that only one-third had a negative reaction to radio commercials, he had been accused of belaboring the point, checking and cross-checking, to the point of boredom. The answer, he said, is that "only if a controversial point is checked and cross-checked do statistical findings create real confidence . . . If we were frank, I, like most of you in this room, would have rather nasty things to say about some radio commercials. Thus I had to be very sure of my data before I was willing to declare that two-thirds of the population do not object to commercials and that a quarter even like them."

Relates History Of Joske's Test

At the Retail Radio Advertising Clinic Thursday morning James H. Calvert, president of Joske's of Texas and "father" of the one-year analytical test of broadcasting, recalled the history of the project from the time he witnessed the NAB's promotion film. He praised the cooperation of the NAB staff and called for a continuing study of the broad field of radio for retailers.

James H. Keenan, vice president of Joske's, outlined lessons learned from the clinical study and told of the problems in undertaking the first major use of the broadcast medium by a department store. He told of the advantages of the "beamed technique" by which programs are aimed at predetermined audiences to sell specific products and services.

Walt Dennis, radio and television director of Allied Stores Corp., went into the beam technique and checking of results against use of the medium.

Howard P. Abrahams, manager, sales promotion division, National Retail Dry Goods Assn., urged broadcasters to study the Joske report and explain it to retailers. He suggested they contact buyers and other store supervisory and sales personnel to become familiar with the store's side of the problem.

Cecil K. Beaver, general manager of KTBS Shreveport, La., and active in the clinic when he was sales manager of WOAI San Antonio, recalled how stations worked together during the study. He said stations in the city have absolutely no fear that other stations will chisel in getting retail business.

Miss Hart Emphasizes Well-Planned Copy

Lee Hart, NAB assistant director of broadcast advertising, advised broadcasters to read the forthcoming chapter on copy in the Joske report. A well-planned copy department is necessary, she said in recalling her task of preparing copy and training personnel for 5[illegible] programs and 109 announcements per week.

Harold Fair, program director of WHO Des Moines, who spent nearly a month as consultant to Joske's in getting the broadcast test under way, said the test proved that adequate production facilities must be supplied by broadcasters.

John M. Outler Jr., WSB Atlanta, of the NAB subcommittee on sales practices, took over the meeting to submit a resolution of appreciation on behalf of NAB and stations for the services of all who took part in the clinic.

At the Thursday afternoon Broadcast Advertising session the convention adopted a resolution condemning efforts to obtain free use of station facilities for commercial advantage and efforts to buy time on a per inquiry or contingent guaranteed-return basis.

Text of the resolution follows:

> The maintenance and protection of the American system of broadcasting is predicated on the observance of sound business practices and high standards of ethics—both on the part of the station and of those who would use its facilities.
>
> The NAB regards any effort on the part of any organization or interest which seeks commercial advantage through the free use of a station's facilities as being unsound, unwarranted and contrary to the best interests of the industry.
>
> Similarly efforts by commercial enterprises to purchase radio facilities on a contingent guaranteed-return or per inquiry basis are declared by this association to open a way to unfair and discriminatory practices, and to be an undermining of the entire structure of American radio. Such efforts are, therefore, condemned as unethical and contrary to the best interests of the stations and the industry and of advertising in general.
>
> It is the will of this association

herefore, that all such requests should be denied by its members and discouraged by every other means at their disposal.

Arthur Hull Hayes, WABC New York, opened the afternoon session, with James V. McConnell, NBC New York, as chairman by submitting a report of the subcommittee on standardization of rate card format. Suggested rate card formats were submitted. They were approved by the convention.

Proposed Contracts To Go To AAAA Oct. 29

Lewis H. Avery, of the subcommittee on revision of standard contracts, said the proposed contracts will be submitted to the AAAA board Oct. 29. The standard contracts, which cover spots were approved.

John M. Outler Jr., WSB Atlanta, of the subcommittee on sales practices, reviewed the report of the NAB Research Dept. based on a questionnaire study of station rates. He pointed out advantages of a single rate, describing the lack of uniformity among stations. Special local rates, he continued, were based on the newspaper practice of giving lower rates for local ads appearing in only part of the press run.

The committee recommended a single rate card, with "general" and "retail" rates if a single rate not practical and using one format for both; specified conditions for "retail" rates; recommended that all advertising, whether "general" or "retail," to be commissionable to a recognized agency.

Odin X. Ramsland, KDAL Duluth, of the subcommittee on audience measurement, reported on work of that committee. Howard Meighan, CBS, explained slides showing how to use audience data.

Stanton P. Kettler, WMMN Fairmont, W. Va., reported on the study of a proposal for agency recognition. The project was tabled by the Board of Directors last August.

Cecil K. Beaver, KTBS Shreveport, La., of the Joske advisory subcommittee, said response to the report on the Joske's of Texas test had been enthusiastic. A Retail Radio Advertising Clinic is planned at the National Retail Dry Goods Assn. Convention in January, he said.

John Blair, of John Blair and Co., reported for Beverly Middleton, WSYR Syracuse, on behalf of the subcommittee to define spot sales. He said the subcommittee will go ahead with plans for a national contest to select a new definition to replace the word "spot."

The sales managers executive committee will be reconstructed soon in accordance with custom, Mr. McConnell announced in formally closing convention business proceedings.

• • •

Friday

NAB Board of Directors session held in morning. Story on page 4.

FCC Seeks Support Of WOKO Decision

Misrepresentation Alone Disqualifying

CONTENDING that false statements to the FCC are themselves sufficient reason to terminate a station's license, the Commission last week asked the U. S. Supreme Court to uphold its 1945 denial of license renewal to WOKO Albany.

The request and supporting arguments were presented in a brief appealing from the 2-to-1 decision in which the U. S. Court of Appeals for the District of Columbia reversed the Commission's WOKO denial last January [BROADCASTING, Jan. 28].

The denial was based on grounds that Sam Pickard, former Federal Radio Commissioner and one-time vice president of CBS in charge of station relations, owned a 24% interest in WOKO which was not reported to the Commission.

In its brief to the Supreme Court, FCC disputed the lower court's findings that other factors than "hidden ownership"—including program service, what the Commission's attitude toward the WOKO application would have been if Mr. Pickard's interest had been properly disclosed, and the effect of license denial upon WOKO property value—should also have been considered in passing upon the renewal.

Under the Communications Act, FCC asserted, wilful failure to report the facts justifies denial of license. Consideration of other factors is not necessary, the brief continued, when one factor is enough for disqualification.

The brief was filed by J. Howard McGrath, Solicitor General; Stanley M. Silverberg, special assistant to the Attorney General; and, for FCC, General Counsel Benedict P. Cottone; Assistant General Counsel Harry M. Plotkin, and Counsels Max Goldman and Erich Saxl.

WOKO now is operating on special temporary authority.

NAB News Clinics Win Praise, Continuance

RADIO news clinics will be continued by the NAB as a result of a recommendation by the Council on Radio Journalism Inc. At a meeting Oct. 20 in the Palmer House, Chicago, the council adopted a resolution asking NAB to continue the clinics. The NAB board subsequently approved the action.

The resolution said the radio clinics, which have been headed by Arthur Stringer, NAB director of special services, "have resulted in improvements in radio news service to listeners through employment of competent personnel and the development of news coverage."

Thomas

(Continued from page 18)

picture cameraman. Walter West, for 15 years chief cinema-photographer of the Dept. of the Interior, is associated with the company.

Different From Technicolor

Mr. Thomas explained the process differs from technicolor in that it is natural color reproduction and does not involve the complicated "dye" process. These systems are called "subtractive," whereas the Thomas method is an "additive" system. Its television application would differ from the CBS technique, since there is no moving color wheel and no mechanical parts are used in producing the filtered color.

The optical unit in the camera has a single aperture, behind which are three lenses. Behind these lenses are three filters in gradations of black and white. The three colors used are red, blue and green, combinations of which reproduce the full color spectrum. The colors are reproduced in perfect register, it is claimed. The three images superimposed produce the natural color, and also a dimension of depth not normally obtainable in black-and-white photography.

Mr. Thomas said he had no idea of developing a color television process when he began his experimentations which resulted in procurement of five patents for the Thomascolor system. Rather, he had in mind home movies, stills and photo-engraving.

Film Exhibited

Exhibited at the special showings was a 30-minute film depicting the difference between black-and-white film production and Thomascolor. First black-and-white films of flowers were shown. Then the color filters were added. Impact of the transformation was immediate. Then a Grand Canyon travelogue, but without performers. There the stereoptical dimension of depth was pronounced. A bathing beauty pageant was shown. Flesh colors were remarkably natural. Finally, stills were shown. All colors could be removed; or one at a time. A watermelon in ful color was shown. The red was removed and the melon became greenish blue. The green was removed, and you had a blue melon.

A description of the lens is as follows:

The Thomascolor lens is a three-element lens, although it actually is made up of four elements. The four elements and the blank frame can be used to add a fourth color to the picture or for trick photographic shots. For ordinary projection only three of the frames and three of the elements are used. It can be attached to the conventional movie camera and projector, and theoretically to any television camera once the electronic system is devised.

Delivers
Coverage of
North Carolina's
No. 1 Market

- Winston-Salem
- Greensboro
- High Point

WSJS
WINSTON-SALEM

NBC

Affiliate for
THE TRI-CITIES
★
Represented by
HEADLEY-REED COMPANY

IOWA
MISSOURI
★ QUINCY
ILLINOIS

WTAD
QUINCY, ILLINOIS

Want an ideal test market?
Then it's WTAD, with its dominant
coverage of both a rural
and urban area.

930 K.C. 1000 WATTS CBS AFFILIATE
THE KATZ AGENCY, REP.

A Lee STATION

The Largest
TRANSCRIPTION
LIBRARY
OF
AMERICAN FOLK
MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

Only $5.00
brings you
260
Local Bank
(100 word)
Commercials
Agency Prepared Copy
Covers: Personal Loans—Trust Department Safety Deposit Boxes—Savings and Checking Accounts—Holidays.
Tried — Tested — Forceful
Yet with all the dignity and character Bank copy demands. First Bank to use this service secured over 1000 Personal Loan applications in 6 months.
Send $5.00 For Complete Set
WM. H. KINSALL & CO., Advertising
P. O. Box 836
BLOOMINGTON, ILLINOIS

WDRC
HARTFORD : CONNECTICUT
WDRC—FM
7 to 9 a.m., Buy
The Shoppers Special
A series of 1-minute spots on WDRC's Shoppers Special will sell your product in the Greater Hartford Market. Product sampling in "Market Basket" included in announcement cost. Write Wm. Malo, WDRC, Hartford 4, Conn. Represented by Raymer.

BROADCASTING
IT'S
TOUGH
keeping up with you
PLEASE tell us 3 weeks in advance your new address. You'll be sure to receive BROADCASTING on time.

Convention

(Continued from page 93)

81% of the survey's respondents saying that radio stations are generally fair, Dr. Lazarsfeld asked broadcasters how they would argue their case if "at some future time your program policy were questioned by a substantial part of the public."

He said that recently he and some top NAB officials found themselves in an embarrassing position when, in preparation for the Attorney General's forthcoming conference on the prevention of juvenile delinquency, panels were appointed to collect information on the role of radio and motion pictures in this problem. Hollywood Dr. Lazarsfeld reported, "immediately produced interesting data: The number of crime pictures they had made, the manner in which policemen were treated on the screen, how they avoided giving specific information on criminal techniques, etc."

"But," he continued, "we on the radio panel had nothing to show. As a matter of fact, Columbia U. offered to carry through a content analysis of radio scripts, but we were unable to get scripts released for this purpose."

Suggests Cooperative Script Analysis

Declaring this an "unhealthy and paradoxical situation," he asked how broadcasters "can meet the charge that news commentators are biased or that crime dramas contribute to juvenile delinquency if you have not even machinery to review what is actually going out from your transmitters." He urged broadcasters in each community to set up machinery for cooperative script analysis, with each station submitting scripts perhaps one day in each month.

"With the present study," Dr. Lazarsfeld stated, "you have taken the first important step in giving a public account of your industry's activities; you have shown how people look at radio. No doubt you will sponsor further research. One of the next steps should be a report of how radio programs themselves look."

Some broadcasters have asked why, when the public's great satisfaction with radio was the major result of the survey, so much space in the report was devoted to the views of radio's critics, Dr. Lazarsfeld said. Explaining this, he said that these critics "are solid citizens, the well-educated men and women . . . A minority, but obviously a very important one." They are, he said, "in the great line of American reformers who have fought for generations to establish schools, to abolish child labor, to reduce working hours, only to find that people spend this time listening to your radio programs."

ALL ANGLES of Joske's Department Store were aired at Thursday morning session. Planning roundtable procedure the night before were (l to r) Walt Dennis, radio and television director, Allied Stores Corp.; Lee Hart, NAB retail advertising supervisor; Lewis H. Avery, head of Avery-Knodel, station representative.

Of the triple role of broadcasting as a craft, a business and a social force, Dr. Lazarsfeld said, "Your critics admire your craftsmanship; they are sure that you are good businessmen. But when they think of radio as a social force they keep their fingers crossed." Urging broadcasters not to underrate these critics, who, even if they seem negligible as an audience, "are a formidable public force and have won many battles," he said that "you and your critics will somehow have to come to terms, for the good of the country as well as for your own peace of mind."

Dr. Lazarsfeld said that in the section on the public's attitude on advertising, which revealed that only one-third had a negative reaction to radio commercials, he had been accused of belaboring the point, checking and cross-checking, to the point of boredom. The answer, he said, is that "only if a controversial point is checked and cross-checked do statistical findings create real confidence . . . If we were frank, I, like most of you in this room, would have rather nasty things to say about some radio commercials. Thus I had to be very sure of my data before I was willing to declare that two-thirds of the population do not object to commercials and that a quarter even like them."

Relates History Of Joske's Test

At the Retail Radio Advertising Clinic Thursday morning James H. Calvert, president of Joske's of Texas and "father" of the one-year analytical test of broadcasting, recalled the history of the project from the time he witnessed the NAB's promotion film. He praised the cooperation of the NAB staff and called for a continuing study of the broad field of radio for retailers.

James H. Keenan, vice president of Joske's, outlined lessons learned from the clinical study and told of the problems in undertaking the first major use of the broadcast medium by a department store. He told of the advantages of the "beamed technique" by which programs are aimed at predetermined audiences to sell specific products and services.

Walt Dennis, radio and television director of Allied Stores Corp. went into the beam technique and checking of results against use of the medium.

Howard P. Abrahams, manager sales promotion division, National Retail Dry Goods Assn., urged broadcasters to study the Joske report and explain it to retailers. He suggested they contact buyers and other store supervisory and sales personnel to become familiar with the store's side of the problem.

Cecil K. Beaver, general manager of KTBS Shreveport, La., and active in the clinic when he was sales manager of WOAI San Antonio, recalled how stations worked together during the study. He said stations in the city have absolutely no fear that other stations will chisel in getting retail business.

Miss Hart Emphasizes Well-Planned Copy

Lee Hart, NAB assistant director of broadcast advertising, advised broadcasters to read the forthcoming chapter on copy in the Joske report. A well-planned copy department is necessary, she said in recalling her task of preparing copy and training personnel for 54 programs and 109 announcements per week.

Harold Fair, program director of WHO Des Moines, who spent nearly a month as consultant to Joske's in getting the broadcast test under way, said the test proved that adequate production facilities must be supplied by broadcasters.

John M. Outler Jr., WSB Atlanta, of the NAB subcommittee on sales practices, took over the meeting to submit a resolution of appreciation on behalf of NAB and stations for the services of all who took part in the clinic.

At the Thursday afternoon Broadcast Advertising session the convention adopted a resolution condemning efforts to obtain free use of station facilities for commercial advantage and efforts to buy time on a per inquiry or contingent guaranteed-return basis.

Text of the resolution follows:

The maintenance and protection of the American system of broadcasting is predicated on the observance of sound business practices and high standards of ethics—both on the part of the station and of those who would use its facilities.

The NAB regards any effort on the part of any organization or interest which seeks commercial advantage through the free use of a station's facilities as being unsound, unwarranted and contrary to the best interests of the industry.

Similarly efforts by commercial enterprises to purchase radio facilities on a contingent guaranteed-return or per inquiry basis are declared by this association to open a way to unfair and discriminatory practices, and to be an undermining of the entire structure of American radio. Such efforts are, therefore, condemned as unethical and contrary to the best interests of the stations and the industry and of advertising in general.

It is the will of this association,

therefore, that all such requests should be denied by its members and discouraged by every other means at their disposal.

Arthur Hull Hayes, WABC New York, opened the afternoon session, with James V. McConnell, NBC New York, as chairman by submitting a report of the subcommittee on standardization of rate card format. Suggested rate card formats were submitted. They were approved by the convention.

Proposed Contracts
To Go To AAAA Oct. 29

Lewis H. Avery, of the subcommittee on revision of standard contracts, said the proposed contracts will be submitted to the AAAA board Oct. 29. The standard contracts, which cover spots were approved.

John M. Outler Jr., WSB Atlanta, of the subcommittee on sales practices, reviewed the report of the NAB Research Dept. based on a questionnaire study of station rates. He pointed out advantages of a single rate, describing the lack of uniformity among stations. Special local rates, he continued, were based on the newspaper practice of giving lower rates for local ads appearing in only part of the press run.

The committee recommended a single rate card, with "general" and "retail" rates if a single rate not practical and using one format for both; specified conditions for "retail" rates; recommended that all advertising, whether "general" or "retail," to be commissionable to a recognized agency.

Odin X. Ramsland, KDAL Duluth, of the subcommittee on audience measurement, reported on work of that committee. Howard Meighan, CBS, explained slides showing how to use audience data.

Stanton P. Kettler, WMMN Fairmont, W. Va., reported on the study of a proposal for agency recognition. The project was tabled by the Board of Directors last August.

Cecil K. Beaver, KTBS Shreveport, La., of the Joske advisory subcommittee, said response to the report on the Joske's of Texas test had been enthusiastic. A Retail Radio Advertising Clinic is planned at the National Retail Dry Goods Assn. Convention in January, he said.

John Blair, of John Blair and Co., reported for Beverly Middleton, WSYR Syracuse, on behalf of the subcommittee to define spot sales. He said the subcommittee will go ahead with plans for a national contest to select a new definition to replace the word "spot."

The sales managers executive committee will be reconstructed soon in accordance with custom, Mr. McConnell announced in formally closing convention business proceedings.

• • •

Friday

NAB Board of Directors session held in morning. Story on page 4.

FCC Seeks Support Of WOKO Decision

Misrepresentation Alone Disqualifying

CONTENDING that false statements to the FCC are themselves sufficient reason to terminate a station's license, the Commission last week asked the U. S. Supreme Court to uphold its 1945 denial of license renewal to WOKO Albany.

The request and supporting arguments were presented in a brief appealing from the 2-to-1 decision in which the U. S. Court of Appeals for the District of Columbia reversed the Commission's WOKO denial last January [BROADCASTING, Jan. 28].

The denial was based on grounds that Sam Pickard, former Federal Radio Commissioner and one-time vice president of CBS in charge of station relations, owned a 24% interest in WOKO which was not reported to the Commission.

In its brief to the Supreme Court, FCC disputed the lower court's findings that other factors than "hidden ownership"—including program service, what the Commission's attitude toward the WOKO application would have been if Mr. Pickard's interest had been properly disclosed, and the effect of license denial upon WOKO property value—should also have been considered in passing upon the renewal.

Under the Communications Act, FCC asserted, wilful failure to report the facts justifies denial of license. Consideration of other factors is not necessary, the brief continued, when one factor is enough for disqualification.

The brief was filed by J. Howard McGrath, Solicitor General; Stanley M. Silverberg, special assistant to the Attorney General; and, for FCC, General Counsel Benedict P. Cottone; Assistant General Counsel Harry M. Plotkin, and Counsels Max Goldman and Erich Saxl.

WOKO now is operating on special temporary authority.

NAB News Clinics Win Praise, Continuance

RADIO news clinics will be continued by the NAB as a result of a recommendation by the Council on Radio Journalism Inc. At a meeting Oct. 20 in the Palmer House, Chicago, the council adopted a resolution asking NAB to continue the clinics. The NAB board subsequently approved the action.

The resolution said the radio clinics, which have been headed by Arthur Stringer, NAB director of special services, "have resulted in improvements in radio news service to listeners through employment of competent personnel and the development of news coverage."

Thomas

(Continued from page 18)

picture cameraman. Walter West, for 15 years chief cinema-photographer of the Dept. of the Interior, is associated with the company.

Different From Technicolor

Mr. Thomas explained the process differs from technicolor in that it is natural color reproduction and does not involve the complicated "dye" process. These systems are called "subtractive," whereas the Thomas method is an "additive" system. Its television application would differ from the CBS technique, since there is no moving color wheel and no mechanical parts are used in producing the filtered color.

The optical unit in the camera has a single aperture, behind which are three lenses. Behind these lenses are three filters in gradations of black and white. The three colors used are red, blue and green, combinations of which reproduce the full color spectrum. The colors are reproduced in perfect register, it is claimed. The three images superimposed produce the natural color, and also a dimension of depth not normally obtainable in black-and-white photography.

Mr. Thomas said he had no idea of developing a color television process when he began his experimentations which resulted in procurement of five patents for the Thomascolor system. Rather, he had in mind home movies, stills and photo-engraving.

Film Exhibited

Exhibited at the special showings was a 30-minute film depicting the difference between black-and-white film production and Thomascolor. First black-and-white films of flowers were shown. Then the color filters were added. Impact of the transformation was immediate. Then a Grand Canyon travelogue, but without performers. There the stereoptical dimension of depth was pronounced. A bathing beauty pageant was shown. Flesh colors were remarkably natural. Finally, stills were shown. All colors could be removed; or one at a time. A watermelon in ful color was shown. The red was removed and the melon became greenish blue. The green was removed, and you had a blue melon.

A description of the lens is as follows:

The Thomascolor lens is a three-element lens, although it actually is made up of four elements. The four elements and the blank frame can be used to add a fourth color to the picture or for trick photographic shots. For ordinary projection only three of the frames and three of the elements are used. It can be attached to the conventional movie camera and projector, and theoretically to any television camera once the electronic system is devised.

Delivers
Coverage of
North Carolina's
No. 1 Market

- Winston-Salem
- Greensboro
- High Point

WSJS
WINSTON-SALEM

NBC

Affiliate for
THE TRI-CITIES
★
Represented by
HEADLEY-REED COMPANY

WTAD
QUINCY, ILLINOIS

IOWA
MISSOURI
★QUINCY
ILLINOIS

Want an ideal test market?
Then it's WTAD, with its dominant
coverage of both a rural
and urban area.

930 K.C. 1000 WATTS CBS AFFILIATE
THE KATZ AGENCY, REP.

A Lee STATION

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Program director for 250 w Midwest network affiliate. Must have audience consciousness and ability to get results with staff. Send full background, reason for desiring change, photo and salary requirements. All replies confidential. Box 48, BROADCASTING.

Scenic Idaho—New local station needs (1) experienced chief engineer, able to install and maintain equipment and willing to do some announcing later. (2) Two experienced operator-announcers, first class tickets. (3) Experienced sales manager who can write copy. We offer (1) good pay, (2) excellent working conditions with friendly, experienced management and opportunity to grow with us as we expand to more stations, (3) life in friendly western town, close to hunting, fishing and top scenery. Write us about yourself, giving complete details, pictures, transcriptions, etc. We want good men who are willing to become part of good community and good station and who want good, permanent positions. Box 60, BROADCASTING.

Salesman: 5kw network basic in half-million Midwest market needs good local salesman. An opening for a well experienced man (straight salary) who will settle down and work intelligently with local merchants. Exceptional opportunity for future advancement awaits the right man. This is not a "mine-run" job. No executives, boozers or jive-hounds wanted. Write fully (in confidence) and if we're interested we'll pay your expenses for personal interview. Box 64, BROADCASTING.

Production manager: Well established Midwest 5 kw basic network station has attractive opening for a producer who knows his business. The man we want is capable of building record shows, programming with limited amount of talent and musicians, building public-interest features and doing a first class announcing and emcee job himself when required. For the right man this is far better than the average job both as to salary and opportunity for future advancement. Write fully (in complete confidence) all information which you feel we need in arranging interview at our expense. Box 65, BROADCASTING.

Engineer, capable of installing new 1 kw day-night station in Carolina to stay on as chief. Write qualifications, salary expected, etc., Box 93, BROADCASTING.

Operator-engineer by 5000 watt NBC affiliate South-Atlantic state. Must have car. Tell all in first letter. Box 101, BROADCASTING.

Wanted at once first class commercial man and salesman for new station east coast. Only men interested permanent connection need apply. Rare opportunity. Box 117, BROADCASTING.

Announcers (3) must be capable of handling studio controls. Engineers (3) must have first class tickets. Fifty dollars weekly. Announcers send transcriptions, photos. Small station in New York State. Goes on air December. Send all first letter. Box 121, BROADCASTING.

Breathes there a writer who has been told his continuity isn't the stereotyped junk 9 out of 10 stations use? The swellest small station in the nation (with power FM) would like to see half dozen samples (returnable) in letter with vital statistics and in-this-world salary need. Box 128, BROADCASTING.

Wanted—Time salesmen for new, unusually well-equipped regional station; untouched field in one of the most prosperous and rapidly growing cities in midwest. Box 130, BROADCASTING.

Combination announcer and engineer for 250 watt southern station. Must have first class license. All replies confidential. Address Box 133, BROADCASTING.

Help Wanted (Cont'd)

Continuity. 5 kw network station in Georgia expanding staff needs man or woman for copy chief. Must have real creative advertising ability as well as writing talent. Also one opening for capable staff copy writer. Give personal details, education, salary expected, few samples retail copy. Box 134, BROADCASTING.

Engineer wanted 5 kw southern station around December 1st. Interim FM beginning January 1st. A top salary will be paid for a qualified man. Send complete information including snapshot with reply. Box 135, BROADCASTING.

5000 watt station in large southern city wants talented writer to head continuity department. Send vital statistics, plus experience. Box 136, BROADCASTING.

Announcers, experienced. ABC station. Give description and salary requirements. Box 137, BROADCASTING.

Salesmen for one of the best radio markets in U.S. ABC network station. Salary plus, all details. Box 138, BROADCASTING.

New midwestern daytime station needs assistant station manager, will be assistant to owner. Unlimited opportunity—must have all-round experience. Will pay excellent salary to the right man. Box 152, BROADCASTING.

Commercial manager wanted by New York FM station. Assist in obtaining local investors, commission basis at first. Then salary—permanent. Box 155, BROADCASTING.

New station, WWGS, Tifton, Georgia, invites applications from announcers, operators and office staff. Network. New equipment. Ideal, progressive city. Good climate. Full details to Wm. Shepherd, 11 South Main, Lafayette, Georgia.

First class engineer for this 10 kw FM station going on the air by December 1. Position available immediately. Unusual opportunity for advancement. WWHG, Hornell, N. Y.

WGCM, Gulfport, Mississippi, has opening for experienced announcer. Give references, salary requirements.

Immediate openings: program directors, engineers, salespeople, engineer - announcers, sportscasters, newscasters. Radio's Reliable Resources (Employment Agency), Box 413, Philadelphia.

Have opening for first class engineer, or combination man with first license. WMJM, Cordele, Georgia.

Rahall Broadcasting Company and affiliates, now operating stations in Beckley, West Virginia, and Norristown, Pa., with construction permit for Allentown, Pa., need all types of radio personnel. State qualifications and expected salary. Contact N. J. Rahall, 216 Main Street, Beckley, West Virginia.

First class operator-announcer wanted for Western NBC station granted 5000 watts AM and new FM. Installation under way. Send photo and transcription, news and commercials. Station KSEI, Pocatello, Idaho.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Station manager: Experienced, ambitious, settled, progressive manager seeking permanent future and success. Give all details and picture in first letter. Box 432, Fayetteville, North Carolina.

SEASONED radio exec., 37, single; decade of all phases of radio and television. Capable publicity, promotion, sales and management. Knowledge of European radio, publications and pictures. Highest bus. and personal references. Vet. Interested in station managership or public relations post.

Box 123, BROADCASTING

Help Wanted (Cont'd)

Live in Hawaii. New 1,000 watt station about to open in Hawaii needs several announcers with first class licenses. Attractive proposition with a good future for right men. Send full details and audition platter, preferably by airmail to KMVI, Wailuku, Maui, T.H.

Announcer-operator holding first class phone license. Excellent opportunity for man desiring permanent location. Rocky Mountain West. KIUP, Durango, Colorado.

Announcers, writers, engineers, time salesmen, directors, managers. We need them. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

Wanted: Two engineers with first class licenses. No announcing. Forty dollars for 40 hr. week, with time and half for overtime. Wire or call, Radio Station WHKP, Hendersonville, N. C.

Complete staff for 250 watt local station opening in Great Falls, Montana about October 23rd. Need 4 combination operator-announcers, one must be capable handling sports. 1 girl to act as receptionist, handle front office, write some copy, supervise traffic. 1 announcer capable writing good copy and sportscasting. Write complete letter of training, experience, snapshot, send audition to Manager, Great Falls Broadcasting Company, Park Hotel, Great Falls, Montana.

Time salesman wanted. Give full particulars and requirements, first letter. KSRO, Santa Rosa, California.

Wanted: Holder of first class license, $40 for 40 hours week. Contact KOVC Valley City, N. D.

Wanted: Experienced salesman, primary market. Send photo and references, new station. WMRP, Flint 4, Michigan.

Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

Need licensed operator. Will pay forty dollars per week plus transportation. Must be single. Call or wire KVOC, Casper, Wyoming.

Situations Wanted

Promotion director with top-flight background, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in program and sales promotion, research, art, copy, layout, production, techniques. Replies in strict confidence. Box 884, BROADCASTING.

Television executive position desired. 20 years radio/television experience, technical operations, production, direction and announcing. Ten years to date with major network plus training British television. Disc on request. Box 67, BROADCASTING.

Program director—well experienced in programming, production, announcing. Reliable family man seeking permanent connection with top-flight midwestern AM or FM station. References. Box 75, BROADCASTING.

Engineer, age 37, veteran. Fifteen years experience theory and practice. Knowledge directional antennae. Capable complete responsibility construction, maintenance, operation AM FM. Looking for hard work with scrupulous organization. References. Box 81, BROADCASTING.

Chief engineer-announcer with executive experience. Nine years in all phases of broadcasting. Age 27, married, hard working, loyal, conscientious, finest references. Desires permanent position with progressive organization offering chance for advancement. Services with or without investment. Box 109, BROADCASTING.

Announcer, veteran, 24, single. Graduate radio announcing school. Employed W.G.N. before war. Experience: announced college station, Ann Arbor, Michigan. Experienced with handling discs; will send same of own voice, and photo. References. Jerome E. Golden, 5837 West End Avenue, Chicago, Illinois.

WANTED AT ONCE—Manager, operator-announcer, script writer-announcer, receptionist, ad man. Guarantee housing. Ideal hunting, fishing. State salary, send photo. Paul B. McAdam, KPRK, Livingston, Montana.

Situations Wanted (Cont'd)

Announcer, thoroughly experienced all phases. Platter to news, writing, production. Personal interview within 200 miles New York City. Box 86, BROADCASTING.

Desire connection with progressive station in South or W. Coast. 14 years in all phases radio and electronics. Former eng. for leading mfgr. 1st class lic. Not afraid of hard work. Assure excellent record from all past employers and associates. Available on short notice. Reply to Box 110, BROADCASTING.

West coast stations—Need a well organized newsroom? Two Washington newsmen—newscaster now assigned as Presidential announcer; writer covers Capitol Hill and White House. Desire to take over supervision large station newsroom or form nucleus medium station news department. Deal includes writing and broadcasting at least four major newscasts per day and supervision of all news. Package will cost $250 per week—fraction of the time charge on activities. Includes special events coverage. Box 111, BROADCASTING.

Experienced announcer, salesman, copywriter. College background in advertising and journalism. Six months experience announcing and board operation. Now employed with Mutual outlet. Want change to Pacific-Northwest. Box 114, BROADCASTING.

Looking for good all-round announcer for small station work? Graduate of leading Chicago school. Veteran. Three years announcing experience in Army. Disc available. James C. Wagner, 1241 N. Avers Avenue, Chicago, Illinois.

Announcer, continuity writer. Sports play-by-play. Short on experience. Long on ambition and cooperation. Married. Go anywhere. Best references. Audition record on request. Box 115, BROADCASTING.

Production manager with wide program and announcing experience wishes to settle down at Midwest affiliated station. 26, married, veteran. Now employed. Available on two weeks notice. Box 116, BROADCASTING.

Veteran, 31, single, would like announcing position. Trained at accredited school. Conscientious, dependable. Disc and photograph upon request. Box 118, BROADCASTING.

Announcer, veteran, single. Complete training at radio college. Have ability, need experience. Record and photograph on request. Box 119, BROADCASTING.

News ratings need a lift? News editor with proven results seeks real challenge with station whose news ratings are in a rut. $100-$125 minimum, depending on location. Box 120, BROADCASTING.

Organist-pianist-announcer. Age 33. Experienced in both lines. Wish permanent setup in radio. Go anywhere. Available about December 1. Box 122, BROADCASTING.

News editor, special events announcer. For 10 years I've known and handled news and special events from "carbon mike" local to regional net. Out of radio due to war. Married. Veteran, of course; otherwise would have good job. Looking for permanent home, Box 124, BROADCASTING.

Program director. Recent Peabody Award winner, 12 years radio. Experienced in building new station staff and program structure. Best references. Box 125, BROADCASTING.

Chief engineer. Announcer, engineer-announcer. 10 years in radio, construction, operation, and maintenance. Broad experience. Box 126, BROADCASTING.

Capable, experienced announcer desires to locate in university town. Rich voice. College graduate. Specialty news. Box 127, BROADCASTING.

First class operator desires position where he may get announcing experience. South preferred but any place considered. Box 129, BROADCASTING.

ALERT SHOWMAN with practical promotion ideas wants place as assistant to promotion director or manager of metropolitan station (audio or video) or regional network. Top references (including executives highly regarded in promotion circles). Veteran, 37, single, college graduate, experienced in public relations, direct mail and radio writing. Replies confidential.

Box 141, BROADCASTING

Situations Wanted—(Cont'd)

Ga. or Fla. only! Executive position. Story follows. Box 131, BROADCASTING.

West coast—Top grade announcer, specialty—news, records, live shows. Immediately. Box 132, BROADCASTING.

Program director, experienced 50 kw and network, early thirties, veteran, college graduate, married, presently employed, tip top references, wishes location South or Southwest. Box 139, BROADCASTING.

Announcer, producer, director, actor. Eight year radio background, New York metropolitan area. Program director Army radio station Bavaria. Presently employed as announcer-producer. Single, thirty, veteran. Box 140, BROADCASTING.

Young woman with traffic and programming experience desires position in or around any large city. Box 142, BROADCASTING.

Interested in securing position as announcer. Experienced in commercial spots, newscasting, platter shows. Graduate leading NY announcers school. Box 146, BROADCASTING.

If you're looking for a genius don't read this, but if you need an announcer with capability, wire immediately. Graduate New York Announcers School, Radio City. Experienced commercials, news, platter shows. Veteran, married, settled, references. Will go anywhere. Box 147, BROADCASTING.

Announcer. Possess good voice, proficient in commercials, newscasting and platter shows. Also vocalist. Graduate announcers' school Radio City, New York. Veteran, single, free to travel. Box 148, BROADCASTING.

Engineer. 1st class radiotelephone license. 1½ years control room experience. College, single, travel Eastern U.S. Box 149, BROADCASTING.

Announcer—Veteran, now employed as summer relief announcer at 50 kw network O & O station. Available November 1. Box 150, BROADCASTING.

Chief engineer—Eleven years experience construction, installation and operation including directionals. Married, 31, aggressive, dependable. Excellent references. Box 151, BROADCASTING.

Experienced producer with production, announcing and writing background in 250 watt to 50 kw stations. 27, single, ambitious, available 15 November. Details upon request. Box 154, BROADCASTING.

Genius! Definitely not. But a sound radio man for a station or agency. Strong background in operations, programming, production, creative sales and commercial copy. Box 156, BROADCASTING.

Two veterans, single, desire permanent position with new station anywhere in U.S. or Canada. We have recently completed an intensive course in commercial radio. Three years naval experience in radio. Commercial experience needed, willing to cooperate. Qualified for: newscasting, announcing, disc jockey, script and continuity writing. Have written and directed half hour shows over the air through facilities of 1000 watt station. Will be glad to send audition disc and other material upon request. Write or wire to: Howard E. Robinson, 7 Mott Ave., Norwalk, Conn.

Technician, first radiotelephone license with five years experience in general radio repair desires start with station in San Francisco Bay area. Bill Cameron, 6 Tenth Ave., San Francisco, Calif.

Available-now:—Announcers, disc jockeys, engineers. Radio's Reliable Resources, Box 413, Philadelphia.

Available immediately for announcing staff of Southern station. Address Radio Announcer, Box 3347, Birmingham, Ala.

Chief engineer wants change. College graduate, 30. Box 1298, Hollywood, Calif.

Announcer. Will prove satisfactory. Top references. Veteran, single, 42. Disc, photos. Al Bourne, Post Office Box 424, Decatur, Illinois.

Station managers: Looking for a capable play by play man? Highly qualified big league baseball and college football announcer in Midwest metropolitan area. Good ad-lib, news. College background, stable (married 19 years), desire permanent location. Consider any location particularly California, Southwest or Florida. Leaving present position voluntarily. Best references. Box 157, BROADCASTING.

FCC vs. NAB

(Continued from page 18)

joy on the pages that come off the regular presses.

At this point he asked ex-Chairman James Lawrence Fly if he agreed with all these points. Mr. Fly assented.

The licensee in the Mayflower case had attacked his political enemies, Mr. Denny recalled as he summarized the case. FCC held a hearing on the ground that the station was being used to serve the licensee's "own personal purposes."

The licensee agreed to stop these practices.

License Renewed

But the Commission, Chairman Denny said, "made the mistake of renewing the license," apparently referring to President Miller's remark of the day before that the decision could not be tested in court inasmuch as the license had been renewed.

Then he said, in effect:

"I don't know the answer. I have an open mind. Maybe we ought to throw the decision into the ashcan. Maybe we ought to give both sides a hearing. If radio stations are to editorialize—at least they agree that technical regulations are necessary.

"We must choose licensees. We must achieve a balance. We can't put all stations in the hands of one group, so the FCC goes into editorial policies, ideologies, philosophies. I don't know if that's a good thing. More thought should be given to it."

Chairman Denny concluded with a defense of the Blue Book, saying it was not an issue of free speech but in essence an effort to persuade radio to cease commercial excesses, use a reasonable amount of sustaining time, present both sides of public issues, and originate more live programs of their own. It actually makes radio freer, he said.

Ex-Chairman Fly was first to follow the three guest speakers, John S. Knight, publisher of the *Chicago Daily News;* Byron Price, vice president, Motion Picture Assn. of America, and wartime director of censorship; and A. D. Willard Jr., NAB executive vice president.

'Must Give Both Sides'

Mr. Fly regretted he was unable to divulge "serious threats" to broadcasters during the war, obviously referring to proposals to turn the radio over to the Government or the military for the duration. Radio owes a duty to itself, he said, to serve its listeners and not use its facilities as the voice of a single individual. It must give both sides, he said, and added that "economic restraints can be as harmful as Government restraints."

Mr. Willard was first panel speaker, reviewing radio's right to freedom as embodied in the Constitution. He pointed to the threat in the *New York Daily News* FM application, in which the FCC decided to inquire into the paper's editorial policies. He called for a united front among media of expression to defend freedom of speech.

Mr. Knight said newspapers have freedom of speech, and have resisted all encroachments. A corrupt and venal press aided the downfall of France, he said. He, too, referred to the *Daily News* case.

He said he was in a mood to join Mr. Willard in taking a firm stand for freedom of expression for all media.

Mr. Price agreed with both Messrs. Willard and Knight, but said movies faced only minor regulatory censorship, usually involving morality. He recalled that he had never heard any FCC official during the war advocate compulsory control of radio. The Office of Censorship returned media after the war in the same condition of freedom they had previously enjoyed, he pointed out.

Freedom in Jeopardy

The power to license is the power to censor, he said. "So long as radio stations must go back to Washington at short intervals for renewal of licenses, just so long will free speech on the radio stand more or less in jeopardy. Surely the industry and Congress, by mutual effort, will be able to devise a method more in keeping with democratic principles," Mr. Price added.

Greatest danger to the press is that "it may become self satisfied, forgetting that every assault upon free institutions of whatever character is a threat also to the American concept of a free press," he said.

Kenneth R. Dyke, NBC vice president, was invited by Mr. Kobak to tell how State control of media of expression compared to the American plan.

Formerly a brigadier general in charge of radio on Gen. MacArthur's staff, he told how difficult it was to convince Japanese that they could talk freely. After all methods had failed, a man in the street program, with sound truck helping, eventually persuaded the Japanese that they could talk without fear of death. Japan's radio lost 50% of its audience during the war, he said, because the nation tired of hearing propaganda.

Mr. Dyke suggested that the FCC should employ more effective public relations since it does not "always say what many of us believe." He suggested "freedom of speech at the FCC."

Situations Wanted—(Cont'd)

Female: 3½ years experience in promotion, publicity and secretarial. Prefer West Coast but will go anywhere. Write Box 158, BROADCASTING.

Promotion or production departments need bolstering? I offer creative imagination, enthusiasm and integrity. Young man, 25, single, college graduate, magna cum laude, with solid educational background in radio advertising and promotion. Desire position with station that offers opportunity for diversified talent. Box 159, BROADCASTING.

For Sale

GE transformer, new, Primary 102 1/2, 110, 117 1/2, 205, 212 1/2, 220, 227 1/2 and 235 volts at 1.225 K.V.A. Secondary 4900/2450 C. T. at 1.7 K.V.A. continuous duty. $42.50. Box 153, BROADCASTING.

1 - WE 1126 A Limiter Amplifier complete with 298 A control panel, 20 A rectifier and tubes. Immediate delivery. Apply WKEY, Covington, Virginia.

For sale - Collins type 20 - K 1000 watt broadcast transmitter available immediately. In perfect condition. New guarantee given. Two sets of tubes with crystals ground to specified frequency. Contact Odes E. Robinson, Radio Station WCHS, Charleston, West Virginia.

Two steel radio towers each seventy-five feet high. KGDM, Stockton, California.

Power transformers, three 50 K.V.A. 220/440 to 8000 volt. Suitable for 50 KW transmitter power supply. Freeland & Olschner Products Inc., 611 Baronne St., New Orleans 13, Louisiana.

Generator set, brand new, one 35 kw Clark Engine generator set, 240 volt, 60 cycle, 3 phase, 3 wire system consisting of an electric machinery 43.7 KVA generator, Waukesha motor, switchboard and starting battery. Price $2975.00 F.O.B. Milwaukee. Purchasing Department, The Milwaukee Journal, WTMJ, Milwaukee, Wisconsin.

For sale: Western Electric type 353-E1, one kilowatt AM transmitter. Also 330 feet Blaw Knox tower suitable for AM or FM. Station WKBH, LaCrosse, Wisconsin.

Used Blaw Knox 250 foot self supporting tower with top beacon. No insulators. Available for immediate shipment at Fort Worth. First check $2,750.00 takes. FM Radio & Television Corp., Riverside, California.

Western Electric 117A line amplifier with power supply, 116A pre-amp., 30 ohms input, 600 ohms out. Brailsford lateral transcription reproducer, permanent diamond stylus, WE 171A equalizer, 30-600 ohms. First $225 takes all. Transvideo, 112 Park Ave., New York, 17, N.Y., MU-4-6628.

Coaxial tubing, 1⅝" rigid type, 52 ohm impedance—4000 feet available. H. G. Bartsch, 1716 V St., S. E., Wash., D. C. Phone—LIncoln 1816.

Wanted to Buy

Transmitter, 1000 watts, 110 volts, AC current needed. Interested new or reconditioned apparatus. Send catalogue, photographs, prices. Box 143, BROADCASTING.

Wanted - New or used - WE 250 watt transmitter, limiting amplifier, Y-4 Presto recorder, WE console frequency and modulation monitors. Will consider other makes immediate delivery near Montana. Box 144, BROADCASTING.

General Radio 516-C radio frequency bridge. Write air mail or cable William N. Greer, P. O. Box 4919, San Juan, Puerto Rico.

Miscellaneous

Investor or investors wanted. Total $25,000 for 50% share in FM station, NYC suburbs. Excellent commercial possibilities. J. Mahan, 1775 Broadway, New York. CIrcle 7-1793.

NARNE Meet

(Continued from page 19)

to contribute our full measure toward leading the world to an enduring peace."

More than 60 editors from around the country had registered at the Hotel Allerton by noon Thursday for the three-day session. In outlining the objectives of the news organization, Mr. Hogan told a welcoming luncheon at the Hotel Carter that it would seek to boost radio news standards.

TOWERS ! !
IMMEDIATE DELIVERY!
Uniform cross section guyed. 150 feet to 300 feet. Priced to fit the pocket-book. Designed to please the engineer. Complete with guyes and lighting. First come, first served!
RADIO ENGINEERING COMPANY
1355 MARKET STREET
SAN FRANCISCO, CALIFORNIA
MARKET 8171
N. J. PATTERSON, OWNER

NAB Advises Small Market Stations

Good Labor Relations, Civic Interest Are Urged

ANNUAL REPORT of the NAB Small Market Stations Committee, delivered Wednesday at the NAB Convention, stressed greater cooperation between management and the industry's official representative, between management and employes and an increased awareness of the necessity for participation in community activities.

With Marshall Pengra, KRNR Roseburg, Ore. chairman of the Committee, presiding, nearly 300 station managers heard members of the committee outline its activities.

Opening the two-hour session, Wayne Cribb, general manager of KHMO Hannibal, Mo., reported on results of the NAB Sales Management Study by Arthur C. Stringer, NAB Director of Special Events. He said the study showed that the success of a local station was in direct ratio to its participation in community affairs.

SMALL MARKET STATION managers at the NAB Convention heard discussion affecting their field by these four members of the Executive Committee (l to r): Robert T. Mason, WMRN Marion, Ohio; Wayne W. Cribb, KHMO Hannibal, Mo.; Hugh Higgins, J. Allen Brown, assistant directors, Broadcast Advertising, NAB.

Recommendations for the establishment of local news bureaus and the offer of equal time for religious broadcasts on a non-sectarian basis are already bearing fruit, he said.

Mr. Cribb praised the efforts of small station managers and sales departments which last year achieved a gross national billing of over $90,000,000, almost equal to the total national spot volume.

Mr. Pengra, speaking on "FCC Regulation 91-D and Operators' requirements," said his committee was confident the FCC would soon release a revised regulation for licensed station operators which would enable management to employ personnel qualified to do more than one specific duty.

Civic Interest Important

Robert T. Mason, general manager of WMRN Marion, Ohio, said small stations' success depends upon the amount of interest management takes in civic affairs.

A revision of rate cards to meet changing conditions was recommended to stations that find program sales difficult by J. Allen Brown, director of NAB's Small Market Stations division. Mr. Brown said if the spot announcement rate is so established that the advertiser can buy three or more announcements for less than he would pay for a quarter-hour period, it is time to change the spot rate or decrease the quarter-hour rate. Personally, he said, he preferred the former.

Other points stressed by Mr. Brown were the establishment of the incentive system for sales personnel, cooperation with newly formed local business and industry, fresh, brief copy and use of the NAB sales managers suggestions.

In the employe relation field, Richard P. Doherty, NAB Director of Employe-Employer Relations, urged small market stations to take added interest in the personal welfare of their employes. He recommended regular staff conferences, get togethers, group insurance and salary increases on the merit system as effective ways to avoid labor difficulties.

NAB's sales promotional material is a "must" for successful station operation, Hugh Higgins, NAB assistant director of Broadcast Advertising, declared in reviewing the literature available to the small market station.

Petrillo

(Continued from page 15)

parity of the gross profits between the two, that this was unfair? he was asked.

These and other arguments only served to make the music czar more vitriolic. He summed up his own attack by telling the weary delegates, "take it or leave it."

Mr. Petrillo broke up the conference at frequent intervals to discuss with members of his union subjects other than the transcription people's sorry plight. While they cooled their heels in an adjoining room, friends and acquaintances filled the corridors.

In the closing session, the transcription companies made their final plea, citing past instances, particularly the Waring, Whiteman and Decca cases where the recording companies were told by the courts they had no control of a record after its final purchase.

Apart from the burden of increased cost of production, what the transcription industry most feared was that the recorders might take advantage of a golden opportunity to offer unlimited supplies of records to radio stations, should the transcription firms refuse to accept Mr. Petrillo's demands. This possibility was conceded, even by those companies which are affiliates of powerful record companies such as Capitol, RCA Victor, Decca and Columbia.

Few of those present, they also conceded, would refuse to comply with Mr. Petrillo's Saturday deadline.

Meanwhile, many were asking, where was the NAB?

Dumm Starts New Production Firm

INDEPENDENT status for Universal Radio Productions of Hollywood Inc. as a new $500,000 corporation and resultant realignment of personnel was announced last week by Wesley I. Dumm, president of Universal Broadcasting Co.

Mr. Dumm explained that the recording facilities established in Hollywood 18 months ago would be accorded independent status apart from other activities of Universal Broadcasting Co., with headquarters at 6757 Hollywood Blvd.

Firm will function as two closely integrated divisions with package show and syndicated program production unit headed by Ed J. Broman as vice president and general manager. Second division, known as Universal Recorders, will be managed by Will H. Voeller, who has been closely affiliated with the company since early this year.

Mr. Broman has been in charge of Southern California UBC operations for past 15 months.

Other Personnel

Arthur B. Hogan, formerly with Clement A. Evans & Co., Atlanta, Ga., has been elected secretary-treasurer of new corporation and placed in charge of accounting operations. Ira Newlin, formerly of NBC and KSFO San Francisco, has been added to accounting department staff.

Board of Directors of Universal Radio Productions of Hollywood Inc. includes Mr. Dumm, Mr. Broman, Mr. Voeller, Mr. Hogan and Philip J. Lasky, general manager of KSFO.

In new setup, Bob Reichenbach and John Gordon function as assistants to Mr. Broman. Mr. Reichenbach heads sales promotion and publicity. Mr. Gordon aids in program formulation and supervision.

HIGH-BAND DEBATE SCHEDULED JAN. 15

ORAL ARGUMENT before FCC on a revision of the Commimssion's July 19 proposal for frequency service allocations between 1000 and 13000 mc [BROADCASTING, July 22] was called last week for Jan. 15. In informed quarters, however, it was thought a tentatively planned engineering conference in the meantime might eliminate the need for formal argument.

Television Broadcasters Assn. and General Electric Co. requested oral argument on the July 19 plan, but FCC indicated that the revised proposal removed General Electric's objection by providing that experiments now under way may be completed. Regarding TBA objections, observers said a TBA-FCC engineering conference is contemplated in hope of securing unanimity on the plan.

The revision does not change the July 19 proposal to allocate 1295-1425 mc to television pickup and 6800-7050 mc and 12500-13000 mc to television pickup and STL. In calling oral argument, FCC said briefs should be filed by Jan. 5.

Sideglances

(Continued from page 19)

Y. radio department, with card tricks most of the week—until E. F. (GENE) CORCORAN, vice president in charge of the representative's Chicago office, exposed Mr. Patzlaff's game.

* * *

BY MONDAY EVENING 500 NAB members had gone thru the "ritual of the ancient and effervescent order of The Yellow Dog," conducted by Associated Program Service, N. Y. Yellow Dog signs and secrets were revealed only to male members of NAB.

* * *

R. S. PETERSON, business manager of Schwimmer & Scott, Chicago, was assigned to protect the *Esquire* cut-out girls displayed in the S & S suite. NAB cut-ups were attempting to kidnap the cut-outs.

* * *

ABC staffers passed out 25,000 pennies wearing "Bing Crosby 9 p.m. Wed. WENR Dial 890" and leading brands of cigarettes with ABC tagged lighters enclosed. ABC Central Division Promotion Manager CARL SUTPHIN gets credit on both ideas.

* * *

IF you were looking for ABC's EDWARD J. NOBLE, he left for St. Catherine Island (Ga.) following the ABC dinner Sunday night.

* * *

NORMAN KNIGHT, general manager of WAJR Morgantown, W. Va., proved his dexterity when he graciously accepted an offer to join the juggling act at the Blackhawk Restaurant Monday night.

School Broadcast

(Continued from page 19)

joy unusually favorable assignments; (2) FM offers the opportunity to cover areas of any size on an economical basis by use of automatic inter-connection; (3) FM stations enjoy the same coverage areas at night as in the daytime; (4) FM provides high grade reception, static free, offering for the first time the opportunity for truly high fidelity of reception to large numbers of listeners.

Mr. Jansky concluded his remarks by declaring that FM can provide a "truly American" system of broadcasting in which competition between stations will be for listeners and not for facilities. He described this facility as one transcending all others. He said in his opinion the present FM assignment of 88 to 108 megacycles will prove satisfactory only temporarily. To establish a "free radio" more channels will have to be assigned, he declared.

At the Education and Television Panel Tuesday afternoon, **Paul Mowrey**, ABC director of television, bluntly told educators that if they wanted to make television a better industry they must be willing to liberalize their attitude toward cooperating with commercial programs.

While urging educators to take advantage of every opportunity to experiment now, he acknowledged the fact that the problem of scheduling educational features and services to an overall body of students will be present in television as well as in radio. But television, he said, when correctly used, will be an enormous asset to instructors and will simplify the teaching of current affairs.

Patricia Murray, Chicago freelance tele producer, said that television should decide now what constitutes a public service show and not follow "radio's 17 years of confusion" regarding public service programs. Miss Murray said sponsorship should not reclassify a public service show.

These views were opposed by Ken Bartlett, director, radio workshop, Syracuse U. and chairman of Education Committee, Television Broadcasters Assn., who predicted that it was not likely that American educators would cooperate in classroom use of commercial television programs anymore than they have in classroom use of radio programs and commercial films. He said educators should keep away from commercial television.

Open to New Ideas

Milton Alexander, WABD New York, said that television has wide-open doors for educational agencies that have good program ideas. If educators are inert and don't experiment these doors will eventually close.

At the close of the television panel Paul Bogen, director of radio, U. of Nebraska, and Elizabeth E. Marshall, program director, radio council, WBEZ Chicago, were appointed co-chairmen to affiliate with the Assn. for Education by Radio to create more interest in television.

In awarding the citations in the annual utilization competition the Executive Committee of the SBC stated that teachers "may be using radio but they are not very imaginative in their presentations of that use or their descriptions of it." For the first time in several years the station promotion of educational and public service program entries outnumbered those from schools and teachers, the committee revealed.

First award in the network promotion of educational programs and educational radio was presented to Frances Frater, educational director of the McClatchy Broadcasting Co., Sacramento, for organizing, staffing and promoting five radio workshops for teachers in each of the five California cities in which the McClatchy chain has stations.

IT'S LIKE THIS, said Prof. Edwin H. Armstrong, FM inventor (right in top photo) to Niles Trammell, NBC president, at network's cocktail party; second photo, Ken R. Dyke (l), NBC vice president, and John Outler, WSB Atlanta; third photo (l to r), Frank M. Russell, NBC Washington vice president, Clarence Moore, KOA Denver, and William S. Hedges, NBC vice president; fourth photo, Kenneth Hance, KSTP St. Paul, and E. H. Bondurant, WHO Des Moines.

Individual station award was presented to KLZ Denver for the efforts of Hugh L. Terry, general manager, and Mack Switzer, special events director, in preparing and promoting *Traffikwiz*, a program that helped cut the toll of traffic deaths among school children of Denver.

Citations Made

Committee awarded first citations to the following:

Mrs. Lavina Powers, 9th grade English teacher, William Barton Rogers School, Hyde Park, Mass., for her utilization of the *Living Literature* program, produced by the WBZ Educational Dept. and released over stations WBZ Boston and WBZA Springfield, Mass. Cooperating agencies in the production and presentation of the series of programs were the Mass. Dept. of Education and the New England Committee on Radio in Education.

Miss Isabel M. Chappell, teacher in the Calvin Coolidge High School, Washington, D. C., for her utilization of *Troubled Youth*, a program in the American School of the Air Series, produced by CBS and released over WTOP Washington.

Miss Isabelle C. Young, teacher in the Sight Saving Dept. of the Bell Elementary School, Chicago, for her use of radio techniques as a motivator in the classroom *Reading in Arithmetic* program. The committee stated students of this department not only listen to the radio but use the simulated broadcast technique in the study of almost every major classroom subject.

Mrs. Annabelle Robinson, teacher in the Corliss Elementary School, Chicago, for her school-wide and community use of the program series, *Chicago Is My Home*, produced by the Radio Council of the Chicago public schools in cooperation with the Chicago Historical Society and released over stations WJJD and WBEZ Chicago. Mrs. Robinson used the program series as the motivation for classroom activity, assembly activity, graduation exercises and for community gatherings in field houses, churches and a community auditorium.

Mrs. Markel Commended

The committee asked that a special commendation be presented to Mrs. Hazel Kenyon Markel for her activity in stimulating the use of radio among the schools of Washington, D. C., through personal visits, workshops and good programs.

The conference opened Monday with an address by Harold McCarty, radio director of WHA Madison, Wis., who spoke on radio's place in education. The address was followed by a panel discussion chairmaned by Phillip J. Hickey, superintendent of St. Louis public schools.

At an engineering panel discussion Tuesday, school broadcasters were told by representatives of the receiver manufacturers that one of the major factors in the problem of FM receiver distribution was the competition from AM manufacturers. In many instances, AM departments in set manufacturing factories enjoy top priority on component parts, the educators were told. The discussion was headed by Nathan A. Neal, Cleveland, and Lee McCanne, RMA School Equipment Com. member.

DOUBLE DUTY was performed by Marshall Pengra, manager of KRNR Roseburg, Ore., who served both as chairman of the Small Market Executive Committee at its annual meeting during the NAB Convention and as one of the speakers. Mr. Pengra spoke on pending revision of FCC Regulation 91-D.

MILLER, DENNY GET FIRST KMBC BOOKS

Mr. Denny, Mr. Shurick, Mr. Miller

SMILES ACCOMPANIED presentation of first two copies of *The First Quarter Century of American Broadcasting* to Justin Miller, NAB president, and Charles R. Denny Jr., acting chairman, FCC. Books were presented by E. P. J. Shurick, promotion director, KMBC Kansas City, who gathered material for volume and edited it.

The First Quarter Century of American Broadcasting will be distributed among broadcasters throughout the nation at cost. Mr. Shurick urged broadcasters to buy sufficient copies to supply needs of listeners. Numbered copies, as they come off the presses, will be sent to those broadcasters who answered questionnaires which were used to obtain information.

Clear Channel

(Continued from page 13)

for other class one stations (both I-A and I-B) where power of that order is deemed requisite. Moreover, the plan suggests horizontal increases for regional channels (class III) from the present 5000 w order to 10,000 or 50,000 w as a means of expanding groundwave service particularly in the daytime.

The plan sets forth a geographical structure providing arbitrary division of the country into five regions. Each region would have four skywave services to virtually all parts of the country. This, it is pointed out, necessarily implies reshuffling of network affiliations to some extent. This, it is felt, would be brought about through normal processes of economic computation. No provision is made for unduplicated stations in New York. Presumably it is felt such allocations would be indefensible, since sufficient skywave services would be available in this area from other stations.

Stations Named

The regional setup is delineated as follows:

Northeast Region consisting of all states east of Cleveland and north of West Virginia and Virginia. WHAM, KDKA and WCAU nondirectional. WBZ directionalized.

Southern Region consisting of all states south of Maryland and east of Kansas, Oklahoma and Texas but including half of Missouri, southern Illinois, Indiana, Ohio and West Virginia. WSB, WHAS and WSM nondirectional and WWL directionalized.

Great Lakes Region including Ohio, Michigan, Indiana, Illinois and Wisconsin. WLS and WGN nondirectional and WLW and WJR directionalized.

Western Region running west of the Great Lakes and Southern Regions to the Great Divide. WHO, WBAP-WFAA and WOAI directionalized and KOA nondirectional.

Pacific Region running from the Great Divide to the Pacific coast. KFI, KPO and KGO directionalized and KSL nondirectional.

The plan brings out that the directional antennas are designed for improved service rather than protection. Thus, the power would not be reduced below 50 kw in any direction.

The plan does not contemplate removal of existing stations from I-B channels except where the limitations would be so high as to force revisions. The whole project was founded on the conclusion that there is no way to cover the entire country during daytime, irrespective of power or allocations. Its authors contended that it is one which would entail less dislocations of present service.

MEANS OF IMPROVING programming occupied Program Committee. Seated (l to r): Arthur B. Church, KMBC Kansas City; C. E. Arney Jr., NAB secretary-treasurer; Milton Cobb, WMAZ Macon, Ga.; Edgar L. Bill, WMBC Peoria; Henry Slavick, WMC Memphis; Richard Day, WDGY Minneapolis; Stanley Hubbard, KSTP St. Paul; Clarence Menser, NBC; E. R. Vadeboncoeur, WSYR Syracuse. Standing, Ralph Hardy, KSL Salt Lake City; Luke Roberts, KOIN Portland; Gene Flaherty, KSCJ Sioux City, Ia.; Mark Bartlett, WSB Atlanta; Layne Beaty, WBAP Fort Worth; John McNeil, WJZ New York; Herb Plambeck, WHO Des Moines; Willis F. Dunbar, WKZO Kalamazoo; Merle Jones, WOL Washington; Davidson Taylor, CBS; Fred W. Borton, WQAM Miami; Carl Burkland, WTOP Washington.

It was pointed out to the meeting that the proposed increase from 50,000 to 750,000 w means an increase in signal strength of 3.88 as against 3.16 for a 500 kw limit.

The CCBS was told that the plan is subject to any changes made necessary by virtue of proposals being drawn up by FCC designed to improve overall service.

In outlining fundamental proposals, the plan provides:

750 kw for 20

The 20 channels specified for 750 kw are the 15 used by members of CCBS, one by KSL and the four I-B channels used by WBZ Boston, KOA Denver and KPO and KGO San Francisco. Some leeway would be left for substitution of stations at Portland, Ore. (presumably KEX) and Seattle, Wash. (presumably KOMO) for those at San Francisco.

CCBS says it will recommend similar power increases on the remaining I-A channels as a necessary contribution to improved primary service. Skywave from these stations would be employed in cases where it fills in areas not receiving a choice of four adequate skywave services under the 20-station plan, or where technical factors prevent any other effective use of the channel. The remaining I-A channels, it was said, then would be available to provide primary service to "white areas" with the high-power dominant station protected only to its inner fading wall.

Increases on I-B channels are recommended by CCBS where international, engineering and economic factors permit, chiefly to improve primary service. Skywave service would be used where technical considerations indicate it is useful.

Present protection against interference accorded clear channel stations under NARBA should be maintained and improved, according to the plan.

After emphasizing that the primary objective is to provide a choice of four programs to the entire country, the CCBS plan states its proposal is the minimum necessary to accomplish this objective in terms of nighttime skywave service, not completely, but more than enough to justify its adoption.

Extends Primary Service

Because of technical and economic limitations, the plan states, it is conceded that providing a choice of four programs through primary service across the entire United States is impossible. The plan, however, it is argued, does extend primary service into the so-called "white areas" by day and provide vastly improved primary service day and night to a huge population.

The group was told that this plan was arrived at after careful analysis of the various proposals previously advanced at the clear channel hearings for procurement of optimum coverage results.

These proposed remedies which, it was concluded, couldn't do the job, included: use of long waves; use of short waves; FM network supplemented by high power AM satellites or "charity stations"; grouping of all clear channels at low end of present broadcast band; duplication on present clear channels using power of 50 kw, such as proposed by Regional Broadcasters Committee; relocation of stations retaining 50 kw power on clear channels.

The clear channel proceedings were begun in February of 1945, and have continued intermittently since. The final engineering phase was to have gotten under way early last fall but the infinite detail required by all parties, including FCC, in preparing and collating coverage data has caused several postponements.

Present at Session

Present at the Oct. 21 session at which the plan was presented and unanimously approved were: Edwin W. Craig, WSM Nashville, chairman; Harold V. Hough, WBAP Ft. Worth, treasurer; Victor A. Sholis, Washington, director; Louis G. Caldwell, Washington, chief counsel; John H. DeWitt Jr., engineering consultant; William D. Wagner, Ralph Evans, Paul A. Loyet, WHO Des Moines; Frank P. Schreiber, Keith Masters, Carl J. Meyers, WGN Chicago; Leon Levy and George Lewis, WCAU Philadelphia; Wilfred Guenther, WLW Cincinnati; Owen F. Uridge, G. F. Leydorf and R. Morrie Pierce, WJR Detroit; Harry Stone, George Reynolds, WSM Nashville; C. W. Mason and Charles B. Brown, KFI Los Angeles; John Outler, WSB Atlanta; J. B. Conley, Westinghouse; J. E. Baudino, KDKA Pittsburgh; Hugh Halff, Charles Jeffers, WOAI San Antonio; James Moroney and James Moroney Jr., WFAA Dallas; Tom Rowe and Homer Couchene, WLS Chicago; W. Lee Coulson, Orrin Towner and Neville Miller, WHAS Louisville; William Fay, WHAM Rochester; B. N. Honea and A. M. Herman, WBAP Fort Worth; W. Howard Summerville and J. D. Bloom, WWL New Orleans.

Ferwerda-Boone Agency Is Formed in New York

FORMATION of a new agency, Ferwerda-Boone Inc., New York, has been announced by Paul F. Ferwerda, president, and Julian Boone, vice president. Mr. Ferwerda was formerly an account executive at Marschalk & Pratt, and Mr. Boone was sales promotion manager of the ABC Spot Sales Division. Howard P. Swanson, vice president and art director, was formerly art director for Wheelock & Benson studios.

The new agency will be located at 15 East 40th St., New York. Among the initial accounts are: Timely Coeds Inc., O-C Mfg. Co., Rogen Mfg. Co., Philippine Broadcasting Co. (Philippine Network), Banford Cosmetics Co., French Veiling Corp., Luttrell & Senio Inc., Schaeffer Engineering Co., Telephonics Corp., News Story Worldwide Inc., Banford Academy of Beauty Culture.

Paley

(Continued from page 15)

ggest, secondly, that we be preared with determination to enrce it. As I see it now, there is y one acceptable way to enforce —and that is, the spotlight of blicity. Once we have adopted e code, we should ensure that the blic is made aware of its existce by extensive and repeated mpaigns of publicity and adversing.

Public Best Defense

“An informed public is our best efense, because this very publicity ill of itself enforce our standrds. By constantly keeping the ublic aware of our code and by aking pride in our adherence to as station and network operators, formed public opinion can effectively be brought to bear upon he offender. It may even be deirable to supplement this type of ublicity by official actions by the ssociation.

“The day has passed when the tation or network operator can ope to continue his independent urse without regard for his felw broadcaster. The prestige and eputation of those within the AB who have set their standards igh are seriously endangered by he faulty practices of the few—nd those without the NAB must ome to know that they will suffer the long run unless they themelves adhere to similar standards.

“The growing volubility of our itics cannot be disposed of simply our deciding in the privacy of r own offices that they don't know hat they are talking about. It is uitless simply to deplore the ck of discrimination of these itics and their tendency to blame l radio rather than the specific fenders. A policy of having no blic relations policy as an instry will no longer do. A policy philosophical resignation and pe for the best will no longer do. he fact of the matter is that a edium which gives most of the ople what they most want most the time is being widely atcked.”

In referring to the reckless iticism of radio by organized oups and unorganized elements, r. Paley said he believes Governent program censorship cannot cur without the consent of the merican people.

Criticism Healthy

Criticism is healthy in a democcy, he said, and referred to the owth of radio program criticism periodicals. He sharply criticized, the other hand, glib and snap iticism that serves no construcve purpose. He reminded that the . of Denver survey shows that 2% of the American people beeve radio is doing a good or exellent job.

Mr. Paley sees radio's role as a ilemma in that it is primarily a ass medium which must serve the masses and secondarily a medium which must also serve the needs of minority groups. He reminded that those who criticize radio because they can't hear a symphony or opera when they desire will stand in line for hours to buy an opera or concert ticket.

Defends System

The CBS board chairman made a ringing defense of the American radio system, with government radio the only other kind. “Let our critics ponder the fact that the advertiser supplies the dollars without which we could not have a free radio,” he said. “The advertiser buys freedom for the listener at the same time he buys time and talent. Moreover the only kind of radio which can give the public what it doesn't want is a government system, run according to the views of a small group of program officials, or according to the line of the party in power. A free radio must provide programs for majority and minority alike—a government radio is under no such compulsion.”

Mr. Paley said he believed broadcasters are guilty of advertising excesses. “It is true that competition for economic survival has been very fierce in certain instances,” he said. “But that does not excuse too high a percentage of commercial copy or material which is irritating, offensive or in bad taste when projected into the homes of America.

“A broadcaster may have felt impelled by economic considerations to take a few more announcements or another commercial spot or two here and there. Getting no immediate reaction from the listening public he may have repeated the process until he had lost perspective on what was excessive or obnoxious.

“Now you do not need me to come before you to tell you that this type of operation is bad radio. More than that, it is bad advertising. Certainly it is not the advertiser's fault, but the broadcaster's. Nor am I pointing the finger at station operations only. Let me admit frankly that even network standards would be higher if at one time or another one network or another had not yielded to the pressure of competition.

“On the other hand, adverse personal attitudes toward radio commercials, or toward advertising generally, have led some critics to paradoxical conclusions. There is a tendency in and out of Government to deprecate public affairs programs once they become sponsored. A sustaining public affairs broadcast may be acclaimed, but if an advertiser decides to sponsor it, certain critics immediately damn it as commercial and therefore not to be praised.

“But it is the same program. We all recall a time when symphonic orchestras, programs of book reviews, education in home gardening, various children's story periods, and other cultural and educational programs were all presented in sustaining time and were highly commended.

“We worked diligently to improve such programs to the point where they were attractive to advertisers. Moreover, when they became sponsored they usually were broadcast to many more millions of homes through many additions. . . . Because they (the critics) dislike advertising they automatically condemn the very programs which, as struggling sustainers, they praised.”

Mr. Paley called for improved writing in mystery programs, and denied radio is responsible for juvenile delinquency. He advocated higher quality showmanship, writing and ingenuity in public affairs programs and said radio has not failed to develop local live programs.

He looked forward to the day when people become angry at particular stations and programs, and not at all radio.

Howard Hughes Asks FCC to Withdraw L. A. Television and FM Applications

HOWARD HUGHES last week petitioned FCC for permission to withdraw applications for Los Angeles television and FM stations, and it was reported that he planned to give up a conditional grant for a Class B FM station at San Mateo and drop his application for a San Francisco video station.

Informed sources said the San Francisco dropouts were “probable” but would not confirm them “at this time.”

Withdrawal of Mr. Hughes' Los Angeles applications evens the number of applicants seeking both FM and television stations in that city: Seven video applicants for seven available channels and fourteen applicants for 14 FM assignments. Whether the Los Angeles FM hearings, now scheduled for Nov. 18, will be called off, FCC sources said, had not been decided late last week. Hearings on the Los Angeles video applications already have been completed.

Mr. Hughes, wealthy motion picture producer, flyer, and president of Hughes Tool Co., was not “available” for comment at his West Coast headquarters, according to Carl Byoir & Assoc., his public relations counsel. Although some reports stated that the entire radio personnel have been dismissed, the Carl Byoir office declared there was “no information to support this.” No reason was given for the withdrawals.

Coincidentally, Jacksonville Broadcasting Corp., licensee of WPDQ Jacksonville, Fla., withdrew its application for a television station declaring it will “keep a close watch on the developments of the industry” and renew its “practical interest . . . at the proper time.”

The latest television dropouts, bringing the total number of video dropouts to 81, were the first since FCC ordered a comprehensive hearing on a CBS petition for commercial color television in the 480-920 mc band [BROADCASTING, Oct. 14].

Hooper Will Form Advisory Councils

ADVISORY councils to work with C. E. Hooper Inc. on policies, practices and new developments in audience measurement will be formed by the research organization. The project was announced several months ago but action was delayed pending study of groups suggested to perform the function.

Two councils are being formed, network audience measurement council and station audience measurement advisory council. The network council will consist of men representing network management, programming, sales and research plus four representing advertising and agencies.

This council will consider changes in subscription rates to correct inequities, and audience flow method, a frequency of listening method, occupational analysis of program listeners and a method of securing national audience measurements.

The station council will be composed of four from stations and representatives, with the same four advertising and agency representatives as the network group. It will consider a revised method of furnishing city Hooperatings to agencies and advertisers, methods of rating audiences within a station's listener coverage area, and an educational program instructing in the proper use of audience measurements.

WJJD CHICAGO ASKS FULL TIME, 50 KW

WJJD Chicago last week applied to FCC for fulltime operation on its present assignment, 1160 kc, and a power increase from 20 to 50-kw, directionalized. WJJD now operates with limited hours on the Class I-A frequency. KSL Salt Lake City is the dominant station on 1160 kc.

WJJD is owned by Field Enterprises, publisher of the *Chicago Sun* and owner of WSAI Cincinnati and KOIN Portland and which has purchased KJR Seattle for $700,000 from Birt Fisher, subject to FCC approval. Construction costs for the revised operation of WJJD were estimated at $45,000. Directional antenna array, protecting KSL, was designed by George C. Davis, Washington radio engineer.

At Deadline . . .

WORL FACILITIES SOUGHT BY BOSTON GROUP

APPLICATION for new Boston station on operating assignment of WORL Boston (950 kc, 1 kw, day), which was sold by Harold A. LaFount and associates to L. S. Bitner and Dominic J. Perri for $200,000 subject to FCC consent, filed by 22 Boston business and professional men in name of Pilgrim Broadcasting Corp.

Pilgrim owners understood to take cognizance of proposed denial of license renewal to WORL (on hidden ownership grounds) and reported willing to buy WORL equipment if renewal finally denied and their application granted. Pilgrim headed by Joseph A. Dunn (4%), owner Capital Contracting Co. Fredrick W. Roche and Richard Maguire, attorneys, own 10% each; others, including Mass. State Senator Chester A. Dolan Jr., 4% each. Meantime, deadline for competing bids on Bitner-Perri purchase expires Nov. 24.

NEW REGIONAL WAA AGENCY

ADVERTISING Inc., Richmond, to handle War Assets Administration advertising for Maryland, West Virginia, District of Columbia and Virginia in decentralization move. WAA advertising in past handled on nationwide basis by Fuller & Smith & Ross, N. Y. J. Lynn Miller, president of Richmond firm, to be in charge of account.

GENERAL FOODS EARNINGS

GENERAL FOODS had net earnings in third quarter 1946 of $4,683,529, compared with earnings for same period last year of $3,228,939. Earnings equivalent to 84 cents per share on common stock, while first and second quarter earnings of 1946 were 68 cents and 83 cents, respectively. (See dividend story page 84.)

MILTON E. LAUER, with Sylvania Electric Products since 1933, appointed to new post of product manager, radio tube division.

Closed Circuit

(Continued from page 4)

promotion of Tom Peterson as assistant to General Manager in Chicago office, in light of expanded operations. Keenan and Eickelberg (latter former sales manager of Don Lee) effective Nov. 1 becomes West Coast branch with offices in Los Angeles and San Francisco.

REPUBLICAN leaders considering denouncing Democratic National Committee plan to use Roosevelt-Truman recordings. Denunciation would be on contention it is long-established practice of broadcasting industry to avoid dramatization of political issues during campaign.

FCC reported soon to face problem of appointing heads for three major field offices: New York, Chicago, San Francisco. John P. Hearne, West Coast head, and James Alfred Guest, chief of New York office, resigned. Jack P. Blume reported transferring from Chicago to Washington headquarters.

YOUNG & RUBICAM, N. Y., this week offering Celanese Corp. of America, quarter-hour, five times a week daytime network show. Continuity centered around fashions.

FORT INDUSTRY CHANGES IN EXECUTIVE LINEUP

FORT INDUSTRY Co. executive shift, scheduled soon, according to West Virginia newspapers. Stanton P. (Pete) Kettler, general manager, WMMN Fairmont, W. Va., to WGBS Miami as general manager; Allen Haid, general manager, WHIZ Zanesville, to *Fairmont Post;* Robert Kerns, WHIZ commercial manager, succeeding Mr. Haid.

GE PROFIT DROPS

FIRST nine months profit available for dividends amounted to $404,109 this year, General Electric Co. announced. Same period last year it was $36,242,727. Broken down, this is 1 cent per share of common stock against $1.26 a share.

NBC NAMES MACK

LATHROP MACK, former NBC spot sales account executive, appointed manager of the NBC national spot sales department, Western Division, replacing Robert E. Howard, who has been promoted to network sales department, Hollywood.

HUSING SENDOFF DRIVE

AMBITIOUS campaign using spot announcements, newspaper space, trade papers, car cards, etc. being used to launch Ted Husing as m. c. on *Ted Husing's Bandstand*, starting today on WHN New York. Also scheduled are screen shorts in Loew's Theatres built around Mr. Husing's career. Promotion handled by Robert G. Patt, WHN promotion director, with campaign placed by Donahue & Coe, N. Y.

Du MONT television stations WTTG Washington and WABD New York, beginning January 1947 will televise MBS *American Forum of the Air* as a regular feature, Tues., 9:30 p.m., from Shoreham Hotel, Washington.

RADIO Writers Guild, N. Y., has sent letters to WOR and WABC, both New York, requesting meeting for contract bargaining on behalf of stations' staff news writers.

JOHN KUCERA, formerly with Young & Rubicam, N. Y., joined Foote, Cone & Belding, N. Y., as inside agency contact man on American Tobacco account.

MORGAN RYAN, former vice president, Grant Adv., N. Y., joined ABC as account executive.

EXIT WEAF, WABC

WITH Niles Trammell, NBC president, announcing, WEAF N. Y. to give new call letters WNBC for first time at 6 p. m. Nov. 2. Station planning two special programs celebrating change. Preview Nov. 1 (6:15-6:40 p.m.), called *One, Two, Three, Woof,* features WEAF history through eyes of NBC guide. Second program, *Hail and Farewell* (5:30-6:30 p. m. Nov. 2) to include NBC stars, WEAF personalities and recordings of former stars.

Joe Travis, CBS engineer for 17 years, will be guest of Margaret Arlen on Nov. 1, eve of WABC New York change in call letters to WCBS. Mr. Travis will relate incidents and review history of station.

NAB BOARD RESOLUTION

(NAB Board story, page 4)

TEXT of BMB resolution adopted by NAB Board:

We believe that the Broadcast Measurement Bureau can be an increasingly valuable instrument for the good of the broadcasting industry and for the cementing of sound, helpful cooperation between broadcasters and advertisers.

The broadcasters of America owe to their industry and to themselves individually the responsibility for making BMB a success.

Criticisms of BMB are being voiced among the broadcasters. They argue that refinements and modifications of the research technique are necessary to produce audience area maps which reflect to a much more exact degree the relative density of the station's area of influence. Some condemn the fact that maps and figures produced are not accompanied by BMB standards of interpretation so as to insure uniform interpretation and application rather than numerous interpretations and applications according to the whim or discretion of various stations and advertisers and agencies.

These criticisms are serious and understandable. They warrant immediate action. BMB must accept criticism, analyze it and act upon it with an objective, clinical philosophy which should characterize its conduct at all times.

The temptation for the misuse of the BMB maps is so great that restrictions on their use is a matter for urgent consideration.

We feel that BMB must immediately prove to broadcasters: 1, that the national buyer of radio facilities desires and uses BMB to make for the more effective purchase of radio facilities; 2, that BMB is a valuable sales tool for use with local and regional advertisers.

Toward these ends we commend to the attention of the BMB Board of Directors the following procedure: 1, the advertiser and the advertising agencies must have available the data on percentage of listeners in such form as to make for ready reference and usage and BMB should establish a uniform determination of listener intensity to meet the majority of agency requirements.

2, The broadcast station subscriber must be fully instructed in detail on the use and misuse of the material now in his hands. He must be implemented with additional information to expedite his employment of these data by his sales force in such form as will be useful and understandable by the local advertiser.

The Board of Directors of NAB feels a deep responsibility to the membership of its association to see the fruition of its desires to establish a uniform and continuing method of determining listening areas. Therefore, the Board of Directors of NAB requests of BMB that a report be made at the next meeting of this board on what steps have been taken toward the accomplishment of the purposes herein suggested.

EDWARD J. NOBLE, chairman of ABC, to be chairman of 1947 Annual Maintenance Appeal for the support of 60 institutions and services of Salvation Army in New York City.

WILLIAM L. NEWTON, Navy veteran formerly with General Foods in sales promotion and merchandising, to Fuller & Smith & Ross, New York, as account executive.

EDWARD C. DIECKERHOFF, from copy department, Marschalk & Pratt, N. Y., to agency's contact department. CHARLES R. FORCE, M&P copy department, appointed publicity director.

WINS

NEW YORK

Shortly, in this space we hope to call your attention to developments here at WINS during the initial weeks of ownership by the Crosley Corporation. We will list a number of responsible and representative advertisers whose confidence in the future of the station is being expressed in the tangible form of contracts for time and for programs.

A 50,000 Watt transmitter has already been installed and is being tested. A new rate card has been issued to take effect November 1, 1946. In some respects at least it represents a rather unusual, but we hope, sound concept of Independent Station rate structure.

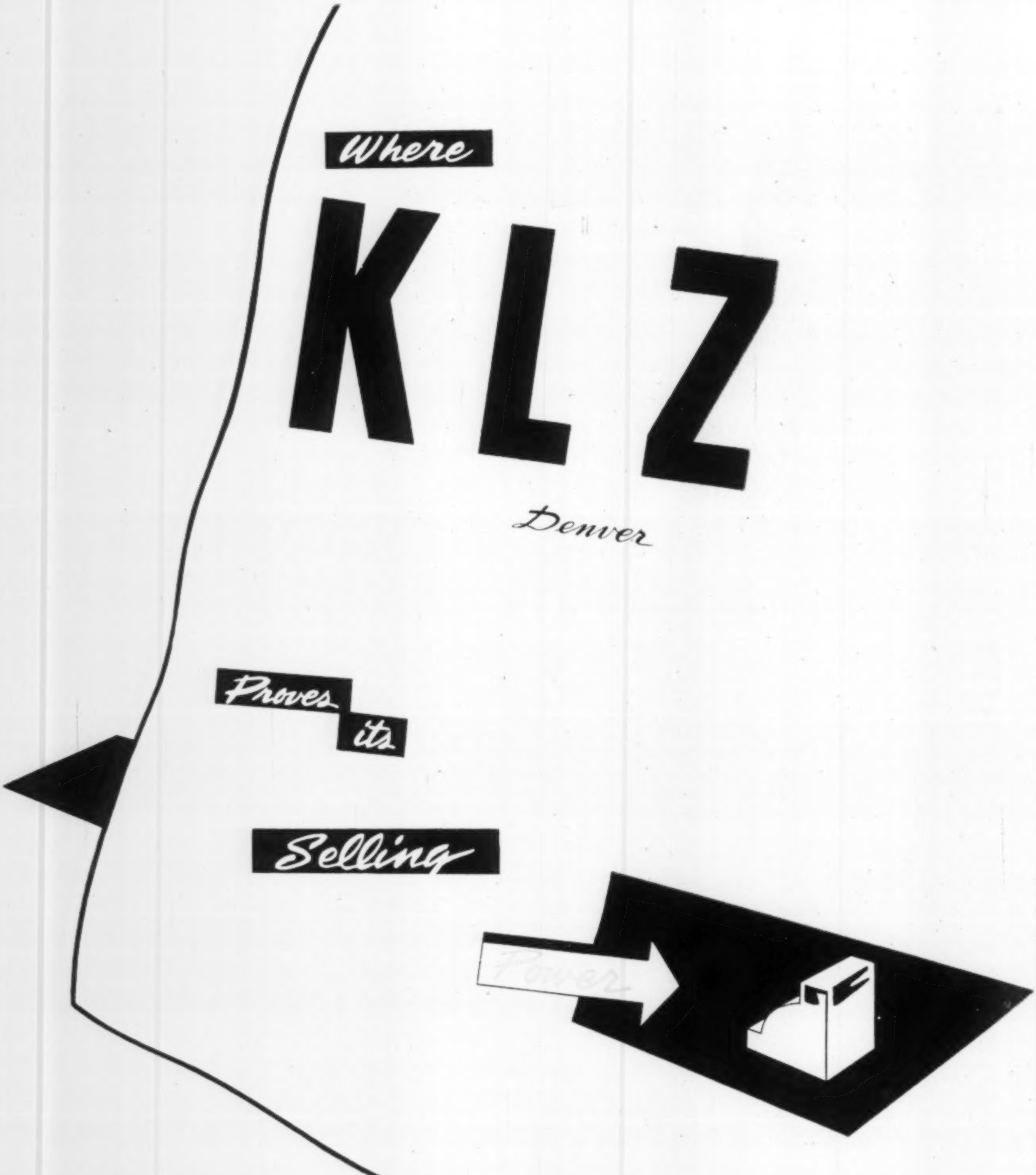
No deletions have been made in the WINS staff, rather every effort has been, and will continue to be made, to strengthen it.

The station will stand on its own, with all the help we in Cincinnati can give it, but WINS will not be run by remote control.

New York is a big market . . . we know full well that we are dealing in terms of years, not months, of sound and constructive growth before either WINS as a station or our company as the licensee can consider that our obligation to the people of New York is being fully met.

CROSLEY CORPORATION

CROSLEY BROADCASTING CORPORATION


Where
KLZ
Denver
Proves
its
Selling
Power

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

CBS—560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—**REPRESENTED BY THE KATZ AGENCY**

OVEM 4, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Write now for your new 1946 IOWA RADIO AUDIENCE SURVEY

THE 1946
IOWA RADIO
AUDIENCE SURVEY
By Dr. F. L. Whan

The presses are rolling *now* on the 1946 edition of *radio's most valuable audience survey* — Dr. Forest L. Whan's annual study of listening habits in Iowa.

Write for your copy today. It gives the complete story of Iowans' station preferences, program preferences, listener-reaction to commercial announcements, and many other *important* facts. It is a MUST for everybody interested in advertising in Iowa.

READ FURTHER DETAILS ON PAGE 21 —THEN WRITE!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts
B. J. Palmer, President
J. O. Maland, Manager

Free & Peters, Inc., National Representatives

THE PROGRAM PROBLEM: FIRST "BROADCASTING TRENDS" SURVEY—Page 16

WLS programs for people

Dinner Bell rings — and the rural Midwest listens to its own program!

In farm family homes all across the grain-growing prairies, there are two dinner bells: the one they use in harvest or plowing time to call the men from the fields, and the one they tune in at 12 o'clock noon each day from their radio station — WLS-Dinner Bell, America's pioneer farm service program.

Mother's special interest is apt to be the blushing young newlyweds (192 pairs visited Dinner Bell last year) who ring the opening bell at the WLS studio — or perhaps Dr. Holland's brief words of inspiration at program end. Dad and the boys listen for down-to-earth farm experts, introduced by the neighbor-across-the-road voice of Art Page. The whole family is alert for the frequent remote broadcasts direct from Midwest farm events — 4-H, Future Farmer, Fire Prevention meetings, Soil Conservation groups.

We know they listen because they write to us — a sizeable share of our million letters a year are inquiries, thank-yous and comments directed to Dinner Bell. We know they listen because they visit our shows at State Fairs and other events — they come to our studio noon after noon to meet their "personal friends" of Dinner Bell Time.

Like Morning Devotions or School Time, like Quizdown or Farm News and Service or Feature Foods or the news, Dinner Bell is planned for *people* — given *family* appeal for the Midwest folks who have become neighbors of ours through more than two decades. We give them what they want and need — genuine friendliness, sincere service, family-style entertainment. WLS *Programs* For *People*.

A Clear Channel Station

WLS

CHICAGO 7

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix · KTUC, Tucson · KSUN, Bisbee-Lowell-Douglas

A DATE *for* DINNER

Dinner for two in a smart hotel—or the family's night out at the neighborhood cafe—both help to swell total restaurant sales in this area. . . . During the last prewar year, people in the Nashville market area spent more than 11 million dollars in eating places alone. . . . This is just an indication of the buying market that you can count on for year in, year out sales. . . . Expand your sales in this territory by selling 190,000 radio families first. . . . They have the most money to spend—and a large part of them listen to the many popular shows broadcast over WSIX.

AMERICAN • MUTUAL

5,000 WATTS

980 KILOCYCLES

National Representative:

THE KATZ AGENCY, INC.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

hed every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WHEN NAB President Justin Miller lunches with FCC acting Chairman Denny today (Monday) under "new era" plan evolved at NAB convention, main topic is expected to be modification of proposed transcription rule on identification of records. Judge Miller expected to have in tow T. A. M. Craven and Clair McCollough, as board member observers.

CONVINCED that BMB can be salvaged if certain procedural alterations are made, NAB board at its post-NAB Convention session pondered desirability of breathing spell during which reins could be tightened. Feeling was that 1946 information should suffice for next couple of years anyway and that such changes as may be justified could be incorporated in study to be undertaken perhaps in 1949.

REMOVAL of price controls from radios last week was hardly necessary, if OPA quick inventories mean anything. Dealers generally found themselves overstocked in small table models, notably AM. Market ahead is largely for FM, with television demand in those areas now providing video service.

AMBITIOUS proposal for setting up of regular awards for radio following Hollywood "Oscar" scheme now practically one dead duck. Both old NAB board and new one which took office in Chicago after convention ignored it.

THOUGH NAB has doubled headquarters staff in year further expansion is in works to meet demands for service. Besides creation of Program Dept. and appointment of public relations director, headquarters office drafting plan for new Television Dept., to follow lines of FM Dept. by serving new medium without promoting it separately. Engineering Dept. likely to be enlarged.

WHEN NAB board meets in early January in San Francisco one of main orders of business will be proposed increase in annual dues approximately 20%. Income from dues aggregated nearly $700,000 in fiscal year which ended Aug. 1, 1946.

NAB MEMBERSHIP in Inter-American Radio Congress, formed in Mexico City month ago, was approved "in principle" at post-NAB Convention board meeting Oct. 25 but with payment of dues and initiation fee to hold over until next board meeting scheduled in January at which 1947 budget of association will be considered. Both Campbell Arnoux, WTAR Norfolk, and Hugh A. L. Halff, WOAI San Antonio, observers at Mexico City sessions, recommended membership [CLOSED CIRCUIT, Oct. 21].

SECOND Chicago-originated program *Vaudeville Hotel*, auditioned Tuesday by ABC executives, may be sponsored by first of year by nationally-known Chicago radio manufacturer. Packaged by MKN Radio Productions, program is on "must" list by ABC Central Division as part of policy to encourage Chicago originations.

Upcoming

Nov. 4-6: Ninth Annual Western States Convention, Pacific AAAA, Biltmore Hotel, Santa Barbara, Calif.

Nov. 9-11: Steering Committee and subcommittees, new FM promotion group, to meet in Washington on organization.

Nov. 18: 1946 Eastern Annual Conference, AAAA, Waldorf-Astoria Hotel, New York.

Other Upcoming Page 92.

Bulletins

RADIO CORRESPONDENTS Assn.'s 1947 annual dinner for President announced Friday for Feb. 1, Washington, with Charter Heslep, MBS Washington director, arrangements chairman.

WGN Chicago granted CP Friday for commercial television station to operate on Channel 9 (186-192 mc). Station will have 18.4 kw visual, 11.4 kw aural power with 496-foot antenna.

WARTIME Order 102 relaxing requirements for operators of aeronautical and aeronautical fixed stations would be cancelled under FCC proposal (Order 102-A) announced Friday. Written objections to be accepted through Nov. 15; oral argument if necessary.

Business Briefly

BEER FIRM ADDS ● National Brewing C Baltimore (National Premium Beer), add to schedule: *Boston Blackie*, WFBR Baltim thrice-weekly; Art Brown, organist, W Washington five-weekly; *Bill Brundige National Moondial*, WOL five-weekly; N *tional Moondial*, WJEJ Hagerstown, Md., fi weekly. Contracts for 52 weeks. Agen Owen & Chappell, N. Y.

EVANS SHIFTS AGENCY ● David Evans Coffee Co. (Old Judge), St. Louis, tra ferred account from Ruthrauff & Ryan, Chica go, to Glen R. Stocker & Assoc., St. Lou R&R, which placed account in 25 markets, a advertiser decided on change when it wa found product was overlapping another R& competitive account, Safeway Stores (Edward coffee).

RENEWS AFTER HIATUS ● Americ Home Products, N. Y., which dropped spo sorship on Oct. 4 of *Real Stories From Re Life*, 9:15 p.m., five times weekly on MBS signed new 52-week contract for same sho starting Jan. 1. Dancer-Fitzgerald-Sample N. Y., agency.

AUTO GROUP PLANS

AUTOMOBILE dealer associations of six Ne England states planning series of weekly 15 minute broadcasts on Yankee Network to giv factual information on manufacturing and di tributing problems of automobile industry First program tentatively Nov. 15.

26 AMs Granted in Record FCC Outpu

NEW ALL-TIME AM grant record established when FCC Friday announced 26 new standard stations, including 13 locals on 250 w, 2 unlimited 1 kw, 5 daytime only 1 kw, 5 daytime 250 w and 1 daytime 5 kw.

KHWA San Mateo, Calif., Amphlett Printing Co., granted modification of CP, which authorized new 250-w station on 1550 kc, increasing power to 1 kw, using directional nights. Grants follow:

Brewton, Ala.—Wm. E. Brooks, 1240 kc 250 w unlimited, cond.

Russellville, Ark.—Clyde R. Horne, Jerrell A. Shepherd d/b The Valley Bcstrs., 1490 kc 250 w unlimited, cond.

Redding, Calif.—Wonderland Bcstg. Co., 1340 kc 250 w unlimited, cond.

Yreka, Calif.—Siskiyou County Bcstg. Co., 1340 kc 250 w unlimited, cond.

Craig, Colo.—Newell S. Cahoon, tr as Craig Bcstg. Co., 1230 kc 250 w unlimited, cond.

New Haven, Conn.—New Haven Bcstg. Co., 1260 kc 1 kw day, cond.

Jacksonville Beach, Fla.—Jacksonville Beach Bcstg. Co., 1010 kc 250 w day, cond.

Canton, Ill.—Fulton County Bcstg. Co., 1560 kc 250 w day, cond.

Crowley, La.—Max Thomas d/b Acadia Bcstg. Co., 1450 kc 250 w unlimited, cond.

Natchitoches, La.—Natchitoches Bcstg. Co., 1450 kc 250 w unlimited, cond.

Flint, Mich.—Booth Radio Stations Inc. (WJLB Detroit), granted petition severing from consolidated hearing, granted 1330 kc 1 kw unlimited, DA.

Kansas City, Mo.—Midland Bcstg. Co. (KMBC), 550 kc 5 kw day, transm. to be located Concordia, Kan., subj. studio being located according to FCC Rules & Regs. (See separate story page 93).

Lackawanna, N. Y.—Leon Syszatycki d/b Greater Erie Bcstg. Co., 1120 kc 1 kw day, cond.

Liberty, N. Y.—Bernard K. Johnpoll, 1240 kc 250 unlimited, cond.

Corvallis, Ore.—Pacific States Radio Co., 1340 k 250 w unlimited, cond.

Nanticoke, Pa.—Radio Anthracite Inc., 730 kc 1 k day, cond.

Upper Darby, Pa.—Suburban Bcstg. Corp., 1170 k 1 kw day, cond.

Brenham, Tex.—Tom S. Whitehead, newspaper pu lisher, 1280 kc 1 kw day, cond.

Cleburne, Tex.—Marti Inc., 1120 kc 250 w da George W. Marti (64%), pres., formerly with KTA KFJZ.

Del Rio, Tex.—Del Rio Bcstg. Co., 1230 kc 250 unlimited, cond., principals: Joe H. Torbett, Wash ington manager, Press Assn.; Thomas O. Mathew former Army major; Richard J. Higgins, coun atty., Angleton, Tex.; James A. Clements, manag partner, Bay City Bcstg. Co. (1/6 int.), formerly w KPAC Port Arthur, each 25%.

Edinburg, Tex.—James Cullen Looney, 710 k 250 w day, cond.

Lamesa, Tex.—Riley Orlan Parker, 690 kc 250 day, cond.

Monahans, Tex.—Monahans Bcstrs., a corp., 12 kc, 250 w unlimited; principals: Charles W. Stuck (50%), president, former announcer KPAC; Barn Hubbs, (20%), publisher-businessman; Jack Hawki (20%), formerly with KAVE, owns half int.; is ge eral manager, KIUN Pecos, Tex., owns 10% KRI Odessa, Tex., 40% Big Bend Bcstrs., Alpine, Tex Harry Boehnemann (10%), former chief engine KAVE, owns $1,000 in Big Bend Bcstrs.

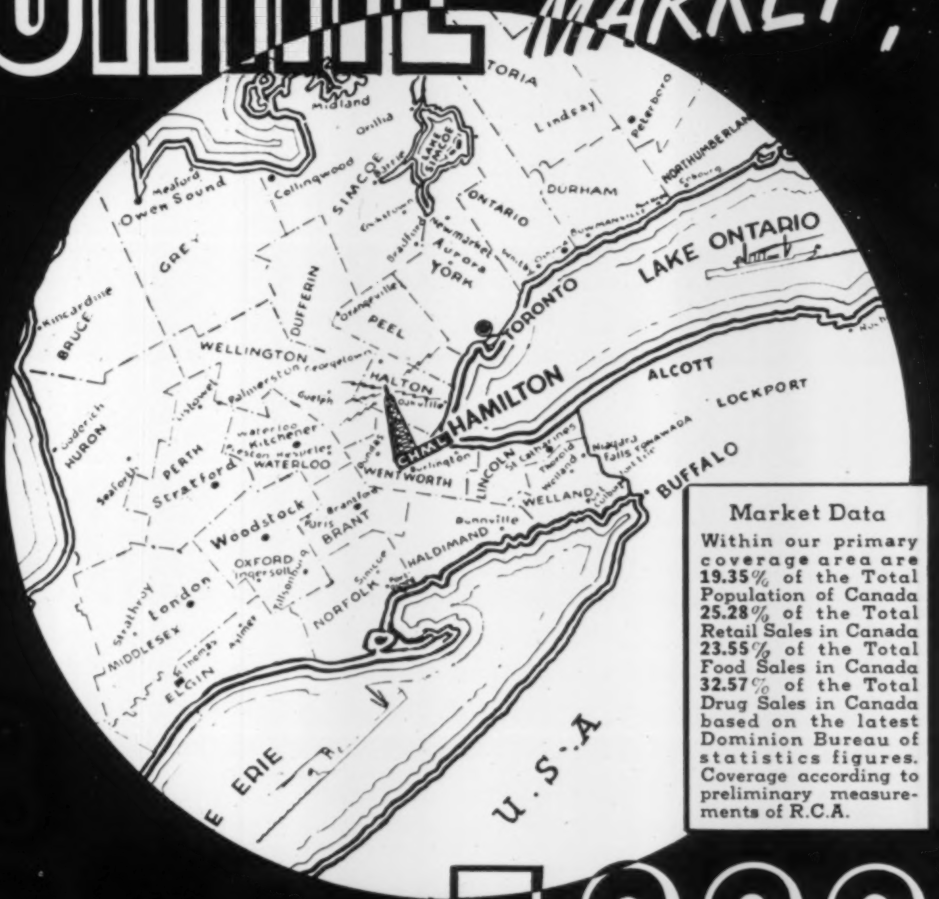
Sulphur Springs, Tex.—Howard S. Smith et al d Hopkins County Bcstg Co., 1230 kc 250 w unlimite cond.

Uvalde, Tex.—Edward J. Harpole et al d/b Uval Bcstrs., 1490 kc 250 w unlimited; principals: Edwa J. Harpole, Uvalde Gen. Supply Co. salesman; W T Kamp, manager, KVOP Plainview, Tex.; W. Harpole, principal owner KVOP.

Neenah, Wis.—Neenah-Menasha Bcstg. Co., 1280 k 1 kw day.

900 ★ 900 ON YOUR DIAL ★ 900 ON YOUR DIAL ★ DIAL

CHML TOPS IN CANADA'S *MAJOR TEST MARKET!*


Midland
Orillia
Lake Simcoe
TORIA
Lindsay
Peterboro
NORTHUMBERLAND
Cobourg
Owen Sound
Meaford
Collingwood
SIMCOE
Barrie
ONTARIO
DURHAM
Bowmanville
Oshawa
Whitby
Newmarket
Aurora
YORK
LAKE ONTARIO
TORONTO
GREY
Orangeville
PEEL
Kincardine
BRUCE
DUFFERIN
WELLINGTON
Palmerston
Georgetown
HALTON
Oakville
Listowel
Guelph
Goderich
HURON
Waterloo
Kitchener
Preston
Hespeler
WATERLOO
PERTH
Stratford
Seaforth
Dundas
CHML
HAMILTON
Burlington
WENTWORTH
LINCOLN
St. Catharines
Thorold
Welland
Niagara Falls
TONAWANDA
ALCOTT
LOCKPORT
BUFFALO
WELLAND
Fort Erie
Brantford
Paris
BRANT
Woodstock
Dunnville
HALDIMAND
OXFORD
Ingersoll
Tillsonburg
Simcoe
NORFOLK
Port Dover
Strathroy
London
MIDDLESEX
St. Thomas
Aylmer
ELGIN
ERIE
U.S.A.

Market Data

Within our primary coverage area are **19.35%** of the Total Population of Canada **25.28%** of the Total Retail Sales in Canada **23.55%** of the Total Food Sales in Canada **32.57%** of the Total Drug Sales in Canada based on the latest Dominion Bureau of statistics figures. Coverage according to preliminary measurements of R.C.A.

Represented By

Metropolitan Broadcasting Service, Toronto, Ont.

Horace Stovin Co., Montreal, Winnipeg.

Adam J. Young Jr. Inc., New York, Chicago, Los Angeles.

5000 WATTS

HAMILTON - ONTARIO

DIAL ★ 900 ON YOUR DIAL ★ 900 ON YOUR DIAL ★ 900

Fulton Lewis, jr.

. . . available now* in Detroit

Cover the big Detroit market with station CKLW and Fulton Lewis, jr., who happens to be available* for sponsorship in this important area.

On 213 stations throughout the United States, local *and* national advertisers find the Fulton Lewis, jr. audience well worth reaching. His program is the NUMBER ONE COOPERATIVE on the air today.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

FCC Sets Record for Actions 15
La Roche, Greig Firm Seeks WHUM, WPOR 15
BROADCASTING TRENDS:
  Who Helps American Radio Most? 16
RCA Shows Electronic Color TV 18
Dry Leaders Sue CBS 18
Researcher, Manager Flay BMB 20
BMB Cited as ABC Parallel 20
Julian Price Dies 22
Campaign Set for Radio Week 22
Koop Book on Wartime Censorship 27
Technique of Radio Power Analyzed 27
Ft. Worth, Pittsburgh Grants Proposed 30
Padway Gives AFM Stand on Lea Campaign 32
AAAA Membership at High 67
Transcription Firms Bow to Petrillo 83
Reinsch to Address Georgia Institute 84
WADC Disputes FCC Action 85
Station Grants Proposed for Four 86
Seven New FM Stations Authorized 87
AFRA—Network Negotiations Delayed 91
63 AMs Renewed, 18 on Temporary 91

DEPARTMENTS

Agencies 56
Allied Arts 58
Commercial 58
Editorial 50
FCC Actions 68
Management 54
News 62
Our Respects to 50
Production 70
Programs 64
Promotion 60
Sponsors 62
Technical 72
Turntable 72
Upcoming 92

At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Ward Archer, Lawrence Christopher, Irving Kipnes, Mary Zurhorst; EDITORIAL ASSISTANTS: Margaret Elliott, Cleo Kathas, Kathryn Swanson, Frances Tymann; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE
BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION
WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. *PL*aza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Hilliard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15¢ PER COPY

. . . in 1944

. . . again in 1945

. . . and again in 1946

WFIL
wins
ABC award

"For Outstanding Audience Promotion"

Three out of three is the WFIL score for this annual ABC award. For the THIRD successive year, the American Broadcasting Company's poll of advertising agency account executives has placed the accolade on WFIL *"For Outstanding Audience Promotion on American Broadcasting Company Programs."*

To the advertising agencies and ABC, our sincere thanks for this recognition of our planned program of promotion—one of the reasons for WFIL's potent appeal to advertisers.

Nationally Represented by
The Katz Agency

AN
ABC AFFILIATE

WFIL

560
First ON YOUR DIAL

The Philadelphia Inquirer Station

There's ti

e's till gold in Northern California

Not since the gold rush in 1849 has there been such world-wide interest in Northern California as today. During the war the entire state grew tremendously, and what's important . . . the upward trend continues. On the basis of the latest population estimates, California is now the second largest state in the Union.

For nearly 100 years the earth of Northern California has yielded vast quantities of gold ore. Today, mining continues to be an important activity, but the *richest* gold being taken from the earth is in the form of agricultural products. The vast output of fruits, field crops, truck crops, poultry and livestock has made California the leading state in cash farm income. *Of the nation's 10 wealthiest farm counties, five are in the KPO primary listening area.*

Because of the important role of agriculture in the economy of Northern California, KPO has always put service to the farmer high on its list of program activities. In 1943 KPO originated

THE FARMER'S DIGEST

. . . a program specifically designed to serve the farmers, fruit growers and ranchers of this great productive area. Directed by Henry Schacht, national authority on farm problems, and sponsored by Standard of California, *The Farmer's Digest* provides a program of agricultural news and information of practical value to the rural listeners of Northern California.

KPO CULTIVATES LISTENERS

For over 24 years KPO has been raising a crop of its own . . . a tremendous crop of loyal and responsive listeners. This careful cultivation of KPO's listeners has resulted in increasingly larger, more attentive audiences for sponsors' sales messages. Why not for yours?

FIRST IN NORTHERN CALIFORNIA

KPO

NBC

50,000 WATTS 680 KC

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

Nebraska's
CAPITAL CITY STATION

A "CAPITAL" IDEA

Lincoln is not only Nebraska's second market, but also the home of two great institutions, the State Capitol and the University of Nebraska.

There is only ONE radio station in this rich market that concentrates on serving the people in the Lincoln area alone. That is KFOR, with the best in ABC and Mutual shows, powerful local programs, and a continuous stream of public interest events for and about the Lincoln area.

Write for the attractive booklet that tells the complete story of how KFOR is selling Lincoln for others, and can sell Lincoln for you.

Represented by
EDWARD PETRY CO., INC.

KFOR
LINCOLN, NEBRASKA
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC-1240 KC
LOCAL CHANNEL

Feature of the Week

ST. LOUIS had not enjoyed, prior to 1946, the rewards of daylight saving time.

A majority of the citizenry and of course the broadcast stations approved the summer change, but KXOK decided to conduct a survey to sample public opinion. The station mailed 1400 post card questionnaires, 50 going to each of the 28 wards in St. Louis.

The poll revealed that 53% desire continuance of daylight saving time in 1947. The cards were mailed Sept. 30. A fortnight later KXOK devoted its public discussion forum, *Wake Up, St. Louis*, to the poll.

Of the 1400 cards mailed, 312 were returned, with 165 in favor of daylight time and 147 opposed. In the sixth ward 100% of the cards opposed daylight time. Explanation offered is that the ward centers around Union Station, with many of the residents working for railroads.

Question asked by KXOK on its questionnaire follows: "Did you like daylight saving time this year? I am asking a number of representative people that question to determine the desires of St. Louisans about daylight saving time. I will be grateful if you would complete and mail the attached stamped card as quickly as is convenient. No signature is necessary and the number on the card only identifies the ward in which you live. Thank you very much. Bruce Barrington, news editor, Radio Station KXOK."

The alderman who introduced the daylight time ordinance originally has changed his mind and now is pressing for its repeal.

"The subject of daylight time has always been of major importance to our industry," according to C. L. (Chet) Thomas, KXOK manager. "There must be some way we can convince Congress that uniform time across the nation is the answer to this problem. Perhaps surveys of this type made in every major city would be of some value."

Sellers of Sales

ONLY firm resolve brought him face to face with his first sales prospect, he recalls. That was preceded by a walk around the block calculated to delay the inevitable.

Others advised him that he was never cut out for sales. Yet today Sydney Gaynor is general sales manager of Don Lee Broadcasting System with offices in Hollywood.

The answer is simple, according to Syd. Aggressiveness may help some salesmen, he says, but careful preparation for a sales career is an equally valuable approach, bolstered by continuing study of the profession.

That's a long speech from a quiet-mannered gentleman whose sales organization does an annual business of close to $3,000,000. He oversees an aggregate staff of 30 salesmen.

SYD

He was born Sydney Ballachey Gaynor, Oct. 28, 1903, at Coon Rapids, Iowa. His family moved to Des Moines when he was five. He was raised there, graduating from North High School in 1921. Later he attended Drake U. for 18 months before hay fever brought him to Seattle for the summer of '23.

Liking it so well, he remained and enrolled at U. of Washington for two and a half years. Summers he worked at lumber mills. Following college he took permanent employment with a lumber mill until he came to Los Angeles in spring of 1927.

For the next two years Syd wrote original stories for various movie studios. Then in September 1929, he became assistant publicity and advertising manager of Southern Counties Gas Co., remaining in that capacity until spring of 1933.

At that time he formed a partnership and entered wholesale and retail sale of divers gas equipment. As such he remained until September 1935, dissolving partnership to join Don Lee Broadcasting System as an account executive.

In June 1937, he was named assistant commercial manager of KHJ Hollywood. Exactly one year later he was advanced to commercial manager. In September 1942 he attained his present position.

When his boss at Southern Counties Gas Co. hired a new secretary in fall of 1931 Syd first met Lucille Frances Codori. On September 2, 1933, she became Mrs. Gaynor. Now they are five, including Jeffrey Kenneth, 5; Pamela, 3; Christopher, 22 months.

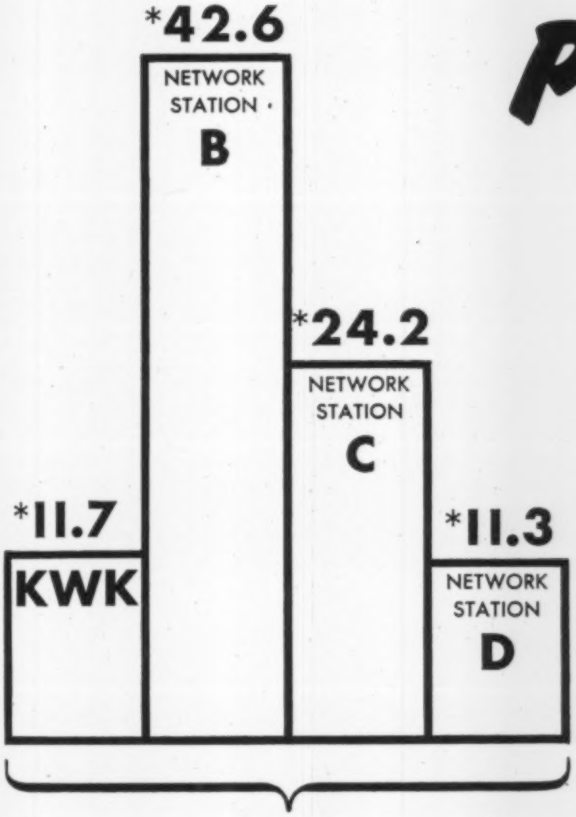
Organization rosters carrying his name are Los Angeles Ad Club, Hollywood Rotary, Sales Executives of Southern California and Psi Upsilon.

WDEL
WILMINGTON DELAWARE
SELLS
Profitably, economically, consistently. This popular, progressive station reaches a prosperous, spending market comprising: Delaware, southern New Jersey, parts of Maryland and Pennsylvania.
5000 WATTS
DAY AND NIGHT
NBC
BASIC STATION
Represented by
RADIO ADVERTISING COMPANY
New York • Dallas • Chicag
San Francisco • Hollywood

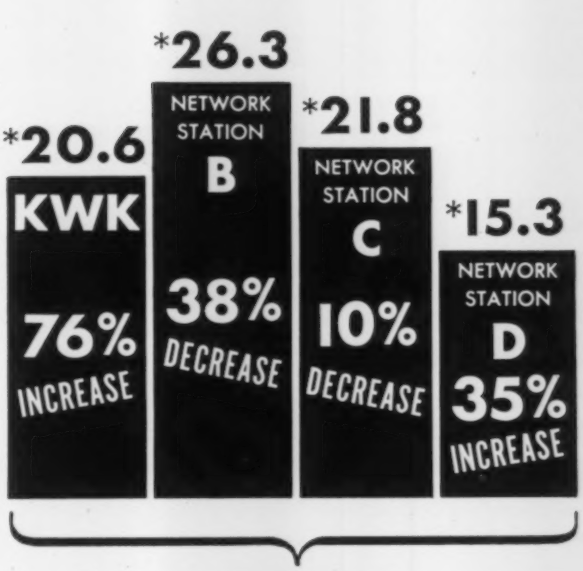
KWK ST. LOUIS, REPORTS...

5 YEARS of PROGRESS

(SHARE OF AUDIENCE)*



1941



1946

These comparisons are based on the average hourly percentage of audience according to C. E. Hooper morning, afternoon and evening indexes of June-July 1941, and June-July 1946.

HOTEL CHASE, ST. LOUIS

KWK
MUTUAL

PAUL H. RAYMER, REPRESENTATIVE

Another Histori

HUGH BAILLIE'S WORLD-IMPORTANT INTERVIEW WITH

STALIN

Radio stations the world over topped newscasts this week with another historic United Press exclusive story—Hugh Baillie's world-important interview with Premier Stalin.

From London the U. P. president wired Stalin 31 forthright questions, based on conversations with diplomatic, military, political, publishing and other leaders in Europe and Britain.

Stalin answered all 31. His statements to the United Press, besides their global public interest, were subjects of immediate study and comment in top national and international circles everywhere.

As timely and newsworthy as his interviews with MacArthur, Hirohito and Chiang Kai-Shek in 1945, Baillie's Stalin dispatch is a news highlight of 1946—another dramatic example of "the world's best coverage of the world's biggest news."

United Press

U.P. *Exclusive*

A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!

In radio as in everything else, nobody gets *results* by settling down on his nest-egg. It takes extra effort to hatch big achievements, and F & P knows it.

That's why Free & Peters has secured the best men we know in this business — why we devote so much time *and money* to market and media research — why each of our six offices is *ideally* staffed and equipped so that each of our "Colonels" can spend the maximum time in *constructive work.*

Long on effort, short on ballyhoo, F & P is the kind of outfit most people *like* to have serve them. Else why should we be running so many points ahead of spot-broadcasting in general?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **DETROIT:** *3463 Penobscot Bldg.* Cadillac 4255 **SAN FRANCISCO:** *58 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 18 WASHINGTON, D. C., NOVEMBER 4, 1946 $5.00 A YEAR—15c A COPY

FCC Sets Record for Volume of Actions

Handles 150 Items In Week After NAB Meet

By RUFUS CRATER

FCC OUTDID ITSELF last week, establishing an all-time record for volume of actions turned out.

In the week's grist:

Grants for 26 new AM stations—a record within a record.

Conditional grants for 26 FM stations including 13 for Los Angeles, and construction permits for 24.

Approval of eight transfers aggregating $1,820,000 and designation of two transfer applications for hearing.

Proposed decisions affecting 36 AM applications which had been in hearing, final decisions dealing with four others, order approving seven FM applications in hearing and proposed denial of another.

One television grant, for WGN Chicago.

License renewals for 63 AM stations and temporary extensions for 18.

Fresh from the previous week's NAB Convention for which they by-passed their own regular weekly session for one of the few times in a year, the Commissioners last Thursday sat down to a record agenda of approximately 150 items.

Stories on FCC actions on pages 5, 28, 30, 36, 42, 44, 68, 72, 73, 74, 75, 76, 77, 85, 86, 87, 91, 92, 93, 94.

By the end of the day, counting a relatively substantial flow of actions taken earlier in the week, they had turned out what FCC authorities reported was the heaviest one-week volume in the history of Federal radio regulation.

Not all of the 150 items on the agenda were passed upon definitely. Some were studied and put aside for a decision later. But all 150 were considered.

They embraced virtually the entire field of broadcasting, plus common carrier matters. In standard broadcasting alone there were 61 items. In FM there were approximately 40; in television, two. The material covered by the agenda mounted up to well over 700 pages.

The Commission was reported to have fixed the issues on which will be heard at least some of the seven "Blue Book renewal cases"—stations with whose programming FCC found fault [Broadcasting, Sept. 23]. They were expected to be available Friday afternoon or this week.

Not among them yet, however, according to reports, are the issues for the renewal hearing of WBAL Baltimore, first of the seven to be set down for hearing on programming considerations. They have been expected almost momentarily for several weeks.

Long Session

Reaching Thursday's decisions was an all-day job for the Commissioners. The session lasted from about 9 a.m. to 5 p.m. Yet despite the volume of work accomplished, it was by no means the longest meeting the Commission has held. Frequently the Thursday sessions run until 6 p.m. or later.

The record turnout came just a year after the Commission resumed normal licensing operations in October 1945, when lifting of the wartime "freeze" policy found FCC facing more than 1,100 new-station applications in addition to all the others.

The past week's pace, while faster, nevertheless was in keeping with that the Commission has maintained throughout the year. Months ago all previous years' records had been surpassed.

Acting Chairman Charles R. Denny Jr., in his speech at the NAB Convention in Chicago the week before, gave an indication of the size of the job FCC has done [Broadcasting, Oct. 28].

"To the applicants who say we move too slowly," Mr. Denny declared, "I answer that in the last 12 months we have done almost 11 years' work.

"In the 11 years between 1934 and October 1945 the Commission licensed 451 new AM stations. And . . . in the 12 months between October 1945 and October 1946 we authorized 448 new stations, only three short of equalling the total actions of the preceding years."

Those 448 were standard stations only. Not counted are the FM grants—well over 500—or the television construction permits, numbering more than 30.

Nor do these figures indicate the multitude of other matters requiring the Commission's attention: Changes in facilities, modifications of permits, renewals, transfers and assignments, experimental operations, etc. in the broadcast field alone.

Holdover Is Heavy

A part of last week's volume was attributed to holdover matters which ordinarily would have been passed upon the week before, while three of the Commissioners and many of their top staff executives attended the NAB Convention.

But FCC authorities did not count the convention week as a week lost from FCC work. Most of the Commission's 900 Washington employes were at their desks carrying on the normal FCC routine. Those who went to the convention went prepared to work, too. Some carried application forms, copies of policy statements, and releases of general information and distributed them to broadcasters in countless conferences.

Chairman Denny told the conventioners:

"We are here to consult with you, to learn your problems, to advise you in any way and in every way that we can."

Although the past week's and the past year's output of Commission actions were both record-breakers, the workload still on hand is also unprecedentedly large. The Commission came through September still facing 1,218 applications for new stations of all types [Broadcasting, Sept. 30].

The number of applications awaiting action has increased steadily since October 1945, but, it was pointed out, the increase has slowed in recent months. In AM, the Commission almost kept pace with in-coming applications from mid-August to mid-October. Even so, the number increased from 859 to 871 in that period [Broadcasting, Oct. 28]. There are also approximately 300 FM applications pending, and about 35 for television.

LaRoche, Greig in New Firm Seeking to Buy WHUM, WPOR

PLANS for acquisition of WPOR Portland, Me., and WHUM Reading, Pa., by a new corporation including Chester J. LaRoche of LaRoche & Ellis, advertising agency, former ABC directing head, Humboldt J. Greig, ABC sales executive, and some of the minority stockholders of both stations, were revealed in an application reported by FCC last week.

The application requested FCC consent to the sale of Centennial Development Co.'s 95.8% interest in WPOR to Oliver Broadcasting Corp. for $96,250 and reported that the Commission also will be asked to approve Oliver's purchase of WHUM for approximately $100,000. WHUM owners include Mr. Greig and his wife, who have approximately 40% interest, and Murray Carpenter, former media director of Compton Adv., now WPOR manager and Oliver vice president, about 9%.

FCC also was asked to approve the sale of Assistant Secretary of State Donald S. Russell's 38.5% interest in WSPA Spartanburg, S. C., to A. B. Taylor, WSPA president, for approximately $150,000. Mr. Taylor already owns 38.5%.

Mr. LaRoche

Mr. Greig

Other stockholders include Walter J. Brown, former special assistant to the Secretary of State, now WSPA vice president and general manager, 10.5%; Cassie Connor, Washington, D. C., 8.3%.

Oliver Full Owner

Since less than a controlling interest is being sold, even though Mr. Taylor would attain control, FCC's Avco public-bidding rule presumably would not apply. WSPA is on 950 kc with 5 kw fulltime.

In the WPOR application it was pointed out that William S. Newell already has transferred his 4.2% interest to Oliver Broadcast-

(*Continued on page 91*)

BROADCASTING TRENDS

Who Does Most to Improve Radio?

Listeners Give More Aid Than Agencies First Managers' Poll Shows

THE MAN WHO listens to American radio has done more to improve it than the man who pays for it.

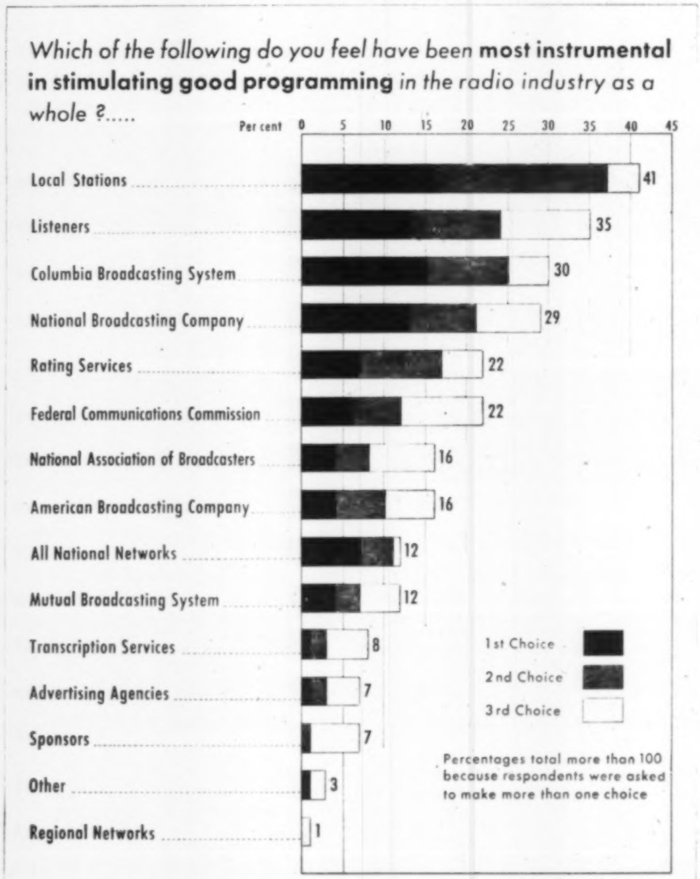
This is an outstanding conclusion to be drawn from a comprehensive survey among broadcasting station managers conducted for BROADCASTING by Audience Surveys, Inc.

Station managers generally credit the networks, local station activities and rating services with contributing strongly to program improvement—and they rate sponsors, with agencies, at the bottom of the scale.

The FCC is credited with greater effectiveness toward improvement than is the NAB—but, perhaps reflecting the industry's uncertain reaction toward regulation, an equal number of panel respondents condemned the FCC as having exerted a strong influence toward retarding improvement.

Generally speaking, smaller stations feel NAB should bear more responsibility toward improving programs than the FCC. Larger station managers fail to see much help in the future from NAB or FCC.

Full text of the report starts in the left column.



Audience Surveys, Inc

(Copyright 1946 by Broadcasting)

BROADCASTING Magazine's first Station Managers' Poll (announced as a continuing feature Oct. 21st) was planned as a survey of industry opinion about radio programming.

A representative cross-section* of managers of U. S. commercial broadcasting stations was asked:

(1) To indicate which organizations were *most instrumental in stimulating good programming.*

(2) Which had done *most to retard program improvement* and

(3) Which had the *greatest responsibility for program improvement.*

CBS, NBC Lead Networks In Answer to Question 1

Station managers believe that local stations and listeners are most instrumental in stimulating good programming (see Chart 1).

CBS and NBC lead the four national networks, in the opinion of station managers, as the principal contributors to program improvement with 30% and 29% respectively. ABC is third (16%) and MBS fourth (12%).** "National networks," without individual designation, were indicated by an additional 12% of the panel.

Twenty-two percent of the panel feel that the FCC has been most instrumental in program improvement—considerably more than those who so credit the NAB (16%). The rating services also received the vote of 22% of the sample.

Sponsors, advertising agencies and transcription services are not regarded by station managers as influential forces for program betterment, receiving the votes of only 7%, 7% and 8% respectively. More votes were cast for the FCC as a force for good programming than for advertising agencies and sponsors combined.

Analysis of responses to this question by network affiliation, by size of station and by geographical area furnishes an interesting insight into the way station managers evaluate networks and other organizations which influence program and program schedules.

Managers of stations of 250 watts or less are more likely to emphasize the contribution of the individual station (44%) than larger stations (39%). They are less impressed with the importance of rating services (15%) than managers of stations of greater power (27%). Twenty-six percent of the managers of small stations consider the FCC a factor in program improvement compared with 19% of the larger stations. Small stations also have a higher regard for the program contributions of ABC and MBS than do larger stations.

Each network received a heavier vote of approbation from its own affiliates, of course, than from the rest of the sample. However, more than twice as many CBS (74%) and NBC (70%) stations voted for their networks as ABC (33%) and MBS (33%) affiliates. Stations not affiliated with any network rated the program improvement efforts of the four networks in this order: CBS 18%; NBC 18%; ABC 9%; MBS 6%. Appreciation of the rating services was highest among NBC stations (30%) and lowest among those associated with Mutual (13%).

The FCC, on the other hand, was most appreciated by non-network and ABC stations, each of whom out-voted NBC stations by 3 to 1, and CBS stations by 2 to 1 in crediting it with an important role in program improvement.

In order to determine the effect of station dollar volume upon the attitudes of respondents, the sample was divided into 3 rate groups: Those with Class A hour rates of over $200, $100 to $199, and under $100.

The smaller-volume stations, as one would expect, placed more emphasis on the importance of the local station and less on the networks than the larger stations. Appreciation of NBC increases with station volume; appreciation of MBS decreases as station volume increases. Approval of the sponsors' role in program improvement is highest among small-volume stations, lowest among large-volume stations—presumably because small stations more often deal directly with the sponsor. Conversely, approval of the advertising agency contribution to programming was greatest among large-volume stations and lowest among small-volume stations—perhaps because large stations more frequently deal with agencies.

Smaller volume stations, expressed a higher regard (21%) for the NAB's effort to improve programming than medium (19%) or large stations (3%). To be seen in proper perspective, however, these figures must be considered in

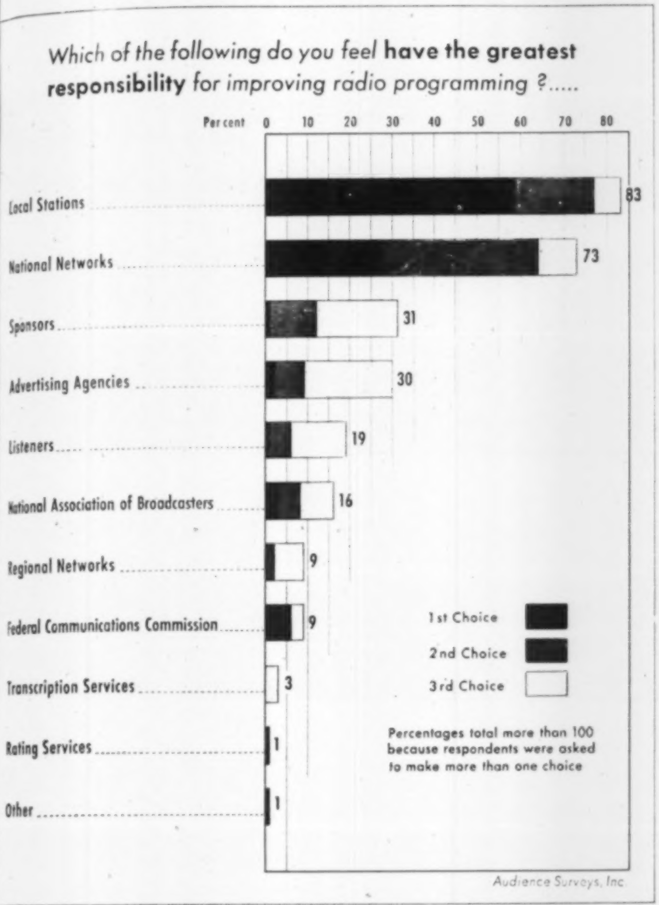
---

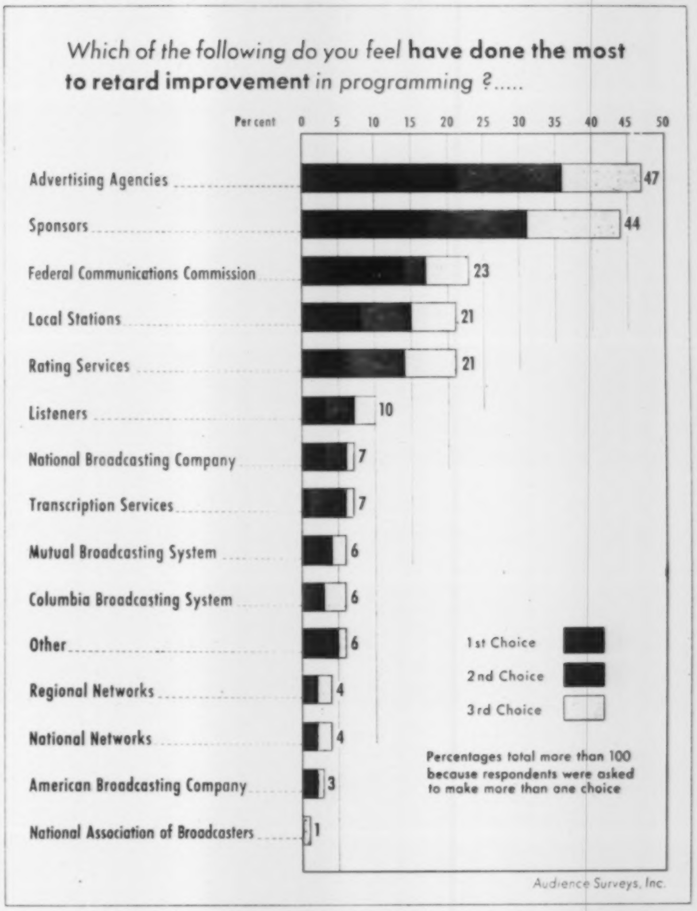
AUDIENCE SURVEYS Inc., 347 Madison Ave., New York, has been commissioned by BROADCASTING Magazine to conduct continuing surveys among station managers, advertising agencies and sponsors on important questions facing broadcasting. The initial survey is reported in part herewith. The second and concluding installment on this questionnaire delineating replies from the station managers' panel, will be published November 18. Audience Surveys Inc., through its extensive research facilities, polled managers throughout the nation to obtain this report. Panel members are selected to reflect an accurate consensus of all geographic areas with categorical breakdowns and according to size of station, network affiliation and dollar volume of base hour rate.

---

* The sample was constructed to represent all U. S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

** Percentages add to more than 100 throughout, because of the combining of votes for first, second and third choice.





conjunction with the answers to the next question.

Agencies, Sponsors Credited With Retarding Improvement

Station managers overwhelmingly believe that advertising agencies and sponsors have done most to retard improvement in programming (see Chart II). Responses to the question "Which of the following do you feel have done most to retard improvement in programming?" placed agencies in first place and sponsors in second—without close competition for third place. Analysis of the answers to this question revealed no disagreement in choice of first and second place resulting from differences in station size, dollar volume, network affiliation or geographical area. Managers of every variety of station in every region concurred in the opinion that agencies were the most and sponsors the next most retarding influence on radio programming.

The FCC was designated by 23%, the rating services by 21%, individual stations by 21% and listeners by 10% as having done most to arrest program improvement. Since the FCC and the ratings services both scored about the same in the first as in the second question, they seem to have approximately as many detractors among broadcasters as they have boosters. This indicates that industry opinion about these two elements in the program problem is sharply divided.

Balancing all the answers to these two questions (Charts I and II) produces the rough score card of relative praise and blame shown in the following table. This table was obtained by subtracting the *"done most to retard"* votes from the *"been most instrumental in stimulating good programming"* votes:

NET SCORE

("Done Most to Improve" Votes Minus "Done Most to Retard" Votes.)

Listeners	+25
CBS	+23
NBC	+22
Local Stations	+20
NAB	+15
ABC	+13
National Nets	+ 8
MBS	+ 5
Ratings	+ 1
Transcriptions	+ 1
FCC	— 1
Regional Nets	
Sponsors	—37
Advertising Agencies	—40

Low power and small dollar volume stations considered the FCC a retarding influence more often than larger stations—36% of 250-watters compared with 13% of stations of reigonal power or better; 8% of over-$200-per-hour stations compared with 29% of under-$100-per-hour stations. FCC program regulations, apparently, affect the little fellow most.

The frequency of criticism of the FCC among smaller stations runs counter to the frequency of praise of the FCC observed among them in the discussion of question I. These two conditions are not mutually exclusive. Perhaps this is a partial explanation: Compliance has put more of a strain on their funds and personnel, and they have, for the most part, no network to share their programming burden. In any case, the FCC is stressed more in their thinking than in the thinking of large station managers. This emphasis has crystalized into more pronounced opinions about the FCC—some of it approving the FCC's role in radio programming, some of it disapproving, with the result that stations with small dollar volume are more exercised over the FCC, both positively and negatively, than large volume stations. As will be seen below in the discussion of Question III, they also shoulder the FCC with greater responsibility for program improvement than do large volume stations.

Industry self-criticism was almost as general as criticism of the FCC or the rating services, and twice as frequent as censure of listeners. "Local stations," designated by 21% of the entire panel as having done most to retard programming, were more frequently blamed by network affiliates than by managers of independent stations. None of the four national networks was censured by many panel members: ABC 3%, MBS 7%, CBS 7%, NBC 7%.

Final Responsibility Rests With Stations

The third question which station managers were asked to answer was "Which of the following do you feel have the greatest responsibility for improving radio programming?" Their replies (see Chart III) indicate the firmness of their opinion that final responsibility for improvement rests first with themselves and second with the networks. This was the overwhelming opinion of managers of stations of every size, network affiliation and geographical area.

Advertising agencies and sponsors were each saddled with responsibility for program improvement by 31% of the respondents, followed by listeners (19%), NAB (16%), and FCC (9%); the greater number placing responsibility on the NAB than upon the FCC underscores broadcasters' belief that program improvement must come from within the industry.

The distribution of replies placing responsibility for program improvement on the NAB indicates that the smaller stations look for more help or activity from the industry's trade organization than do

(Continued on page 77)

RCA Shows Electronic Color Television

Holds to 1950 Date For Earliest Home Use

By BRUCE ROBERTSON

COLOR TELEVISION pictures produced by an all-electronic system devoid of rotating discs or other moving parts were given their first public demonstration last Wednesday by RCA in the company's laboratories at Princeton, N. J. Some 40 radio writers witnessed the reproduction of televised pictures in full color on projection model receivers with viewing screens 15 by 20 inches.

Describing the demonstration as evidence of the greatest advance in television since the elimination of the scanning disc and its replacement by the cathode-ray tube, Brig. Gen. David Sarnoff, RCA president, declared that as that made commercial television possible, so does this all-electronic color process make commercial color television possible.

"Comparing electronic color with mechanical color," he stated, "is like comparing a Stratoliner with a horse and buggy."

Although the demonstration proved that the basic process is right, Gen. Sarnoff said, there is still much to be done before color television becomes a practical operating service. "We still take the same position that we did last December, that it will take until five years from then to bring any system of color to the point of public service that the black-and-white system renders now," he said, adding that this estimate may be a few months off but that it is approximately correct.

WITH ITS vitals exposed, the new RCA all-electronic color television receiver is being checked by Karl Wendt, research engineer. In the lower center is the "trinoscope" projection assembly, consisting of three kinescopes which separately receive red, green and blue signals and project them on the screen.

Even to move black-and-white television up into the higher frequencies would be a "difficult, time-consuming job," he said. He pointed out that before color television can begin a full commercial service, transmitters and receivers must be designed, built and tested, standards must be set, stations must be erected, field tests must be made.

Gen. Sarnoff warned the radio writers to pay no attention to any one who says that color television is here now. "That's the bunk," he declared. "There is no color available today."

Most of the demonstration consisted of still pictures of flowers, girls in brilliant costumes, scenery and the like. These pictures, on 35 mm Kodachrome slides, were televised by a new camera developed by RCA in which a light beam from a kinescope is focussed through the slide and separated into component colors by a system of mirrors and photo-electric cells. Three images are transmitted—red, blue and green—and each is made up of 525 lines and scanned to produce 30 pictures a second just as in black-and-white video.

Each color transmitted occupies a band roughly as wide as that used for black-and-white transmission, the green signal taking up 6 mc, the others slightly less, so that in actual broadcasting the three colors would require an overall band width of 16 to 18 mc. Adoption of this system would, therefore, require that television be moved to the higher frequencies where enough space is available to provide such wide bands for an adequate number of video stations.

RCA's demonstration of an all-electronic color television system last week causes no revision of its December 1945 prediction that color would not be available for five years, RCA officials said. But in the light of the long-standing debate on color television, the event takes on added significance. CBS, which claims a practicable system of mechanical color television now, will be heard by the FCC in a petition for setting of commercial standards Dec. 9. RCA, which may participate in the hearing, contends its simultaneous system is far superior to the CBS method which depends on a color wheel. CBS, at its demonstrations, replied that the wheel, in its 10,000 years of service, has proved thoroughly reliable.

Each receiving set is equipped with three 3-inch kinescopes which separately receive the signals rep-

(*Continued on page 80*)

Dry Leaders Sue CBS for $33,063,048

Mandatory Enforcement Of FCC Opinion, Order Asked

MANDATORY ENFORCEMENT as law of an FCC Memorandum Opinion and Order is asked by Rev. Sam Morris, Texas evangelist, and Henry M. Johnson, Louisville attorney, in a suit for $33,063,048 filed Wednesday in U. S. District Court, Western District of Kentucky, Louisville, against CBS, five of its stockholders, Schenley Distillery Corp. and Schenley Distilleries Inc., sponsors of CBS programs.

Filing on behalf of the National Temperance and Prohibition Council, "hundreds of thousands of citizens" and "on behalf of the boys and girls" of the nation, Messrs. Morris and Johnson seek:

Dissolution of CBS; appointment of a receiver; revocation of the seven CBS-owned station licenses; impounding of more than $18,000,000 of earned and built-up surplus; three-fold judgment totaling $15,063,048; to enjoin CBS from "over commercialization"; to "enjoin defendants from other illegal acts"; mandatory sale of "choice time" to plaintiffs to present "non-drinking messages."

Stanton Statement

In a statement to owned stations and affiliates, Dr. Frank Stanton, CBS president, said "Morris and Johnson have been threatening suit for nearly two years because we declined to sell them time and thereby break down Columbia's long-established policy of making free time available for controversial discussion and for religious programs."

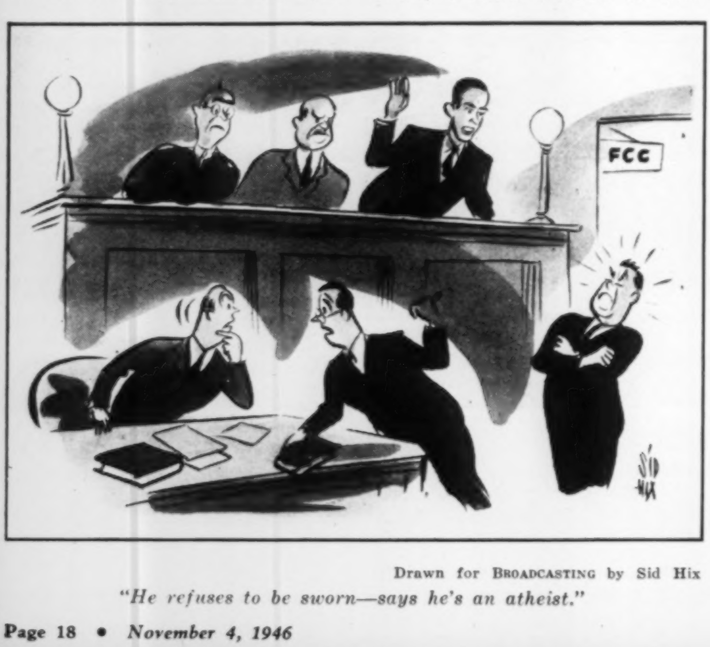
Dr. Stanton's statement that "within the past 10 days Morris has turned down offer of four broadcasts over the Columbia networks" was corroborated by Mr. Johnson who told BROADCASTING over long-distance from Louisville, "We don't want free time. We want to pay for it." He said CBS had offered four programs in a proposed series on alcohol and its evils, but that Mr. Morris had rejected the offer.

In some legal circles the suit was seen as something far deeper than a damage action, based on Mr. Morris' contention that he and his forces had suffered because CBS had "consistently refused to sell" them time. It could presage, some thought, possible court determination of the Commission's power to legislate by administrative procedure.

The suit follows failure of Mr. Morris to have the license of KRLD Dallas revoked last spring because the station refused to sell him "choice time" for prohibition talks. In its Memorandum Opinion and Order of March 28 [BROADCASTING, April 1], the FCC denied the Morris petition and subsequently renewed the KRLD license, but in its opinion and order said: "It is the Commission's view that the problem raised by the petition is of industrywide proportions and is not restricted solely to KRLD."

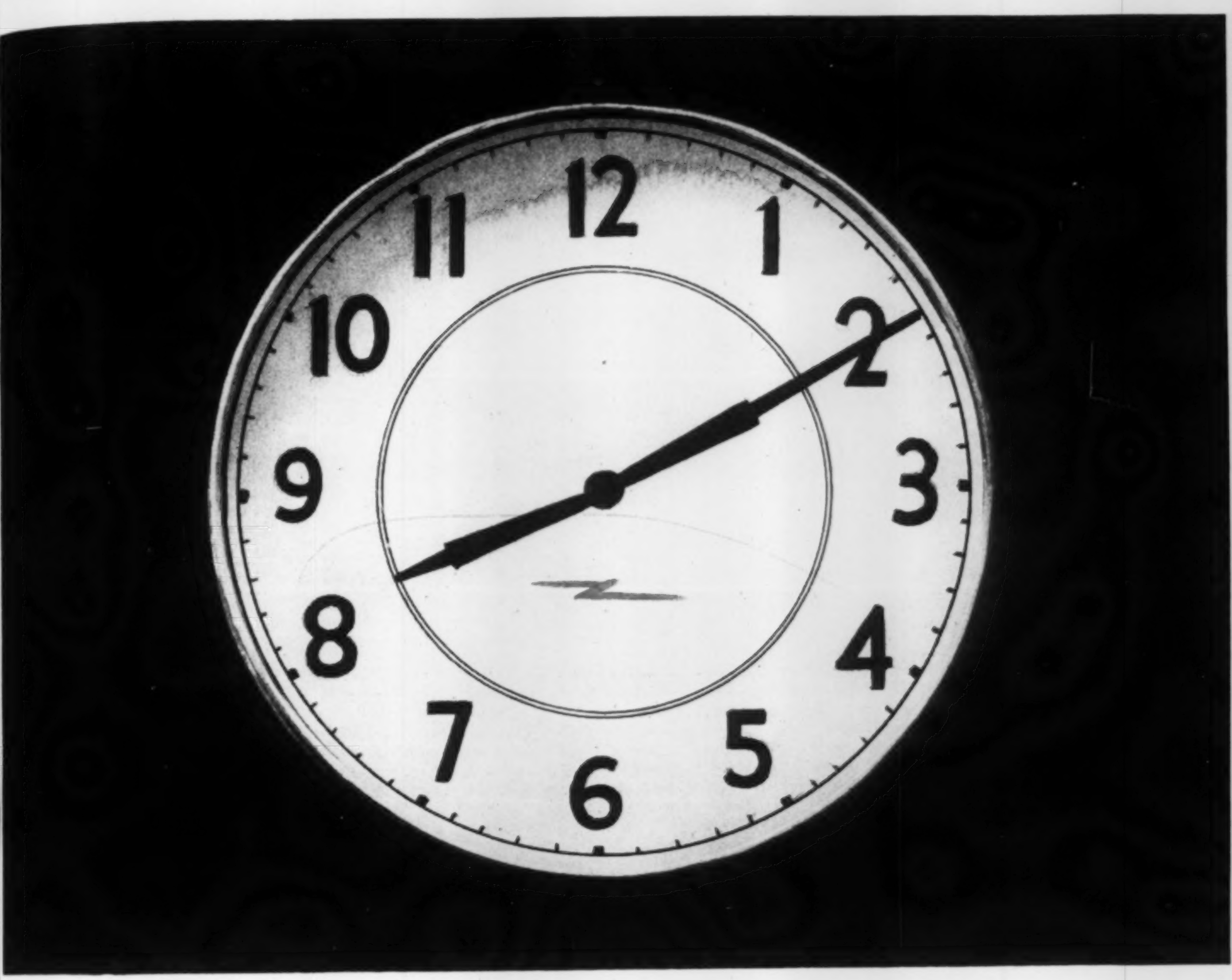
Mr. Morris, in his petition against KRLD, criticized CBS for failure to sell him time and the network was permitted to intervene. "In considering the problem of

(*Continued on page 78*)



Drawn for BROADCASTING by Sid Hix

"He refuses to be sworn—says he's an atheist."



A sale at radio speed

D_____ C_____, recently back from military service, is an independent agent for a large insurance company. His company sponsors the 8:00—8:05 morning news on WLEE in Richmond.

His first program was on Friday, April 19. Five minutes after the program, at 8:10 A.M., a WLEE listener telephoned C_____ at his home. An appointment was made for 10:00 A.M. At 11:00 A.M., C_____ had sold this listener a policy. The premium is enough to cover C_____'s advertising costs on WLEE for TWO MONTHS.

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Researcher, Station Manager Flay BMB

Field Strength Expert Decries Claims Of Distant Market Coverage

EDITOR, BROADCASTING:

Radio statistical research has shown a tiresome tendency to childish controversy but BMB is setting a new pace. Brought into being by a last minute maneuver at the close of a skeleton wartime convention, its technique formulated without the skilled counsel of many who have devoted their lives to the development of radio sales data because they were absent in the servic, sold to radio stations by strong-arm district meetings with ill-concealed implications of agency and advertiser boycott, and finally forced to deny most of its projected claims in a last minute retreat, there is little, at first sight, to encourage an effort to resurrect the BMB fiasco, the third and no doubt the last joint industry effort at station area claim validation.

DIRECTOR of Radio Coverage Reports since he founded it in 1935, Edgar H. Felix has long been a believer in tests of field strength as an important part of audience research. He has been interested in field strength tests since his service as an Army Signal Corps officer in World War I. In 1942 he returned to this branch of the service and became a major before being released last spring. Former promotion and public relations manager of WEAF New York, he is author of several books and once worked for N. W. Ayer & Son.

The attempt by agency and advertiser association employes to reassure broadcasters that a form of doctored BMB map will be accepted as valid listener area claims will deceive no one. Feltis now says that BMB finding has no significance in how much or how often respondents listen. Therefore it hardly seems likely that any arbitrary figure chosen by the broadcaster himself to replace the discredited 10 per cent BMB figure for his county claim will carry any more weight than the original BMB maps.

But it is unfair to BMB to blame it alone for its $1,250,000 fiasco. The BMB survey result is precisely what the participating stations ordered when they signed their contracts. The managements must have known and recognized features of the familiar CBS listening area technique just as every experienced and competent time buyer did. But, instead of urging a more conservative and reasonable approach, many station managements asked for inclusion of all counties in their maps in which they obtained as little as five per cent response.

The CBS listening area procedure by Paul Kesten in the early thirties, long before the full force of the able engineering and allocation developments corrected the enormous original disparity between CBS and NBC coverage. It provided CBS with a selling claim for most of the area then claimed by NBC. The CBS listener questioning approach was an inspired and brilliant capitalization of the listener's willingness to declare himself a patron of any station whose call letters he can distinguish, despite interference, fading and background noise. The rural listener of today, encouraged by proferred premiums and the thought of possibly still more prizes, is no less ready than in 1930 or 1935 to claim regular listenership under the most tenuous circumstances. Only in congested areas, where one high-level station after another rolls in as the listener turns his dial, does his overtaxed memory fail to recall all the minor and rarely used services.

Perhaps the first proposition made by the BMB questionnaire: "List below: the Call Letters of all Radio Stations which you or someone in your family listen to at home—AT ANY TIME" encouraged listeners to even greater

(*Continued on page 82*)

WWJ Manager Says NAB Session on BMB Was 'Mutual Admiration Society'

MR. HUGH FELTIS,
President, Broadcast Measurement
Bureau.

On my return from the NAB convention, I found on my desk the BMB bulletin issued under date of October 18, 1946. With all the good will in the world, and more in sorrow than in anger, I must tell you that this bulletin is to me just another chapter of a study in futility.

When I received the BMB audience report a few weeks ago, I had the overwhelming impression that the mountain had labored and brought forth a mouse, and I waited for the NAB meeting to see if I was alone in this feeling. A preliminary check with other station men quickly showed that I was far from being alone, but rather that there was almost complete unanimity among broadcasters that we had wasted our money and our hopes on BMB, and the further I checked, the more this conviction was confirmed.

On Tuesday afternoon I sat through the session on BMB in the Red Lacquer Room of the Palmer House and was totally bewildered at what I heard and saw. You put on a great show, a mutual admiration society in a honeymoon atmosphere, while outside in the rooms and corridors of this same Palmer House there was resentment, disillusionment and utter disapproval by those who paid the major portion of the bills.

If you were unaware of this contrast then you and those responsible for running BMB are sadly out of touch with the rank and file. If, on the contrary, you were cognizant of the unfortunate reactions, then in my humble opinion it would have been much wiser to discard entirely the elaborate program planned for the session on BMB and to throw open the full session to a frank and honest discussion of what had been attempted and of what might be done in the future; as it is, I doubt if the future holds anything worthwhile.

AMONG the better known broadcasters of the nation is Harry Bannister, general manager of WWJ Detroit. He presented the station manager's viewpoint at the annual AAAA meeting in New York last spring, and, as his letter to Hugh Feltis, BMB president, points out, he has long been interested in obtaining the most accurate statistics possible on audience measurement. Mr. Bannister, herein, tells Mr. Feltis some of the things some broadcasters are thinking about BMB, but didn't get a chance to say at the Chicago NAB session.

As far as my station is concerned, I would like to state that ever since its inception, WWJ has steadily understated and undersold its coverage area; your report considerably inflates our own conceptions. I am told by others that this factor of inflation is present in many other BMB station findings.

I also want to state that for at least 15 years, my station has based its sales and program policies on professional surveys. We were buying Ross Federal and Hooper-Holmes surveys back in the days when most stations furnished coverage data originated by station employees, working usually after business hours, by telephone. I tell you this merely to establish the fact that at WWJ we are highly statistically-minded.

I further feel that the broadcast industry has established the technique of program ratings as the basis of its circulation calculations. I went into BMB because I was led to believe that anything you did at the beginning would merely be a testing and proving ground for the eventual development of a continuing measurement

(*Continued on page 79*)

Agency Research Head Finds BMB Exact Parallel To ABC

"BMB HAS provided for the radio industry the exact parallel to the ABC circulation figures of printed media," Dr. Hanz Zeisel, manager of research development for McCann-Erickson, stated at the fifth annual luncheon of The Pulse Inc., Thursday, at the Biltmore Hotel, New York. Dr. Sydney Roslow, Pulse director, presided.

Both BMB and ABC, Dr. Zeisel said, determine "circulation" in the sense that with relatively little effort—turning a radio dial or a printed page—somebody in the home will be exposed to whatever is broadcast on the wave length or printed on the page turned to.

But, he averred, the timebuyer who uses only BMB figures and the spacebuyer who uses only ABC figures are both neglecting the same important variable: The amount of time the family in any of the homes covered devotes to listening to the particular station or to reading the particular magazine. The impatience of the radio industry with what is accepted for printed media, Dr. Zeisel pointed out, "is only an expression of the radio industry's high standard of measurement methods."

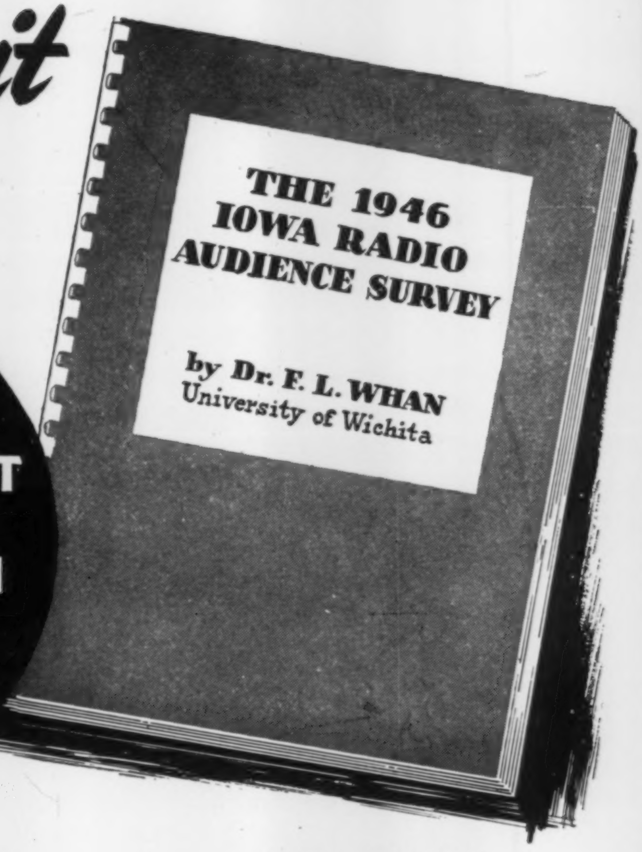
Studying the problem of refining BMB figures so as to give a more definite answer to the timebuyer's ultimate question: "How many homes are going to listen to my program?" the McCann-Erickson research department decided that BMB figures give the first approximation to this problem, the station share-of-audience gives the second, Dr. Zeisel reported. "If station share-of-audiences are known, the timebuyer knows what to expect in the way of an audience for an "average program" on this station," he said.

Diary Comparison

Radio listening diaries were selected as a record from which both types of data—BMB and station share of audience—can be computed from an identical sample of families, Dr. Zeisel said. With a series of charts based on 1,000 diaries supplied by Audience Surveys, he showed that computed "diary—BMB" figures closely resembled the original BMB data, that when BMB figures were

(*Continued on page 79*)

Send for it NOW—



THIS BOOK ANSWERS ALMOST EVERY QUESTION YOU CAN ASK!

Do you know which radio stations are "listened-to-most" in Iowa — day and night? The percentage of the total audience that prefers each station — how these figures break down by age, sex, place of residence (urban, village, farm)?

Do you know which stations are preferred for newscasts — for farm programs?

Do you know what proportion of the total audience actually listens at each half-hour period during the day and evening? The same for urban people, village people, farm people? Effect of sex on these figures? Effect of age?

Do you know the answer to practically *every question* that time-buyers, account executives and advertising managers ask about the Iowa radio audience, and its reactions to radio in Iowa?

If not, mail the coupon for your free copy, now. The supply is limited. Requests will be filled in order of receipt.

THE 1946 IOWA RADIO AUDIENCE SURVEY

is the *ninth* annual study of the Iowa radio audience. It was compiled from interviews with families, in every county of Iowa, and represents one interview for every 80 radio families in the State.

It was conducted by a recognized authority, Dr. Forest L. Whan of the University of Wichita, following accepted "sampling" procedures.

In addition to bringing you completely up-to-date information on Iowa listening habits, the 1946 Survey gives you *several vital break-downs of the same material over a five-year period*, so that you can study the trends and more intelligently evaluate your present and future plans.

Its statistical data is profusely "visualized" with detailed maps and pictographs. It is the most authoritative and helpful study available; *it is a MUST for every thoughtful advertising or merchandising man doing business in Iowa.*

+ WHO for IOWA Plus! +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President

J. O. Maland, Manager

Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1946 Iowa Radio Audience Survey.

Name ______________________
Company ______________________
Street ______________________
City ______________ State ______________

1867 Julian Price 1946

JULIAN PRICE, 78, chairman of the board of Jefferson Standard Life Insurance Co., chief owner of WBT Charlotte and WBIG Greensboro, N. C., was killed in an automobile accident Oct. 25 near North Wilkesboro, N. C.

Mr. Price's car, driven by a chauffeur, went off the highway and struck an embankment. The insurance executive received a blow on the forehead and was pronounced dead on arrival at a North Wilkesboro hospital. Injuries of the other occupants were not considered serious.

Maj. Edney Ridge, head of WBIG and its licensee, North Carolina Broadcasting Co., attributed the success of that station to Mr. Price's purchase of control for Jefferson Standard in 1934. In May 1945, when CBS sold WBT, Mr. Price's bid of $1,505,000 for Jefferson Standard was accepted, although below the other 20 bids, because CBS considered Mr. Price's firm best qualified to operate the 50 kw station.

Long friendly to radio, Mr. Price arranged Jefferson Standard loans to other radio stations. The latest assistance was given to the *Philadelphia Record* in the purchase of WCAU Philadelphia.

Born in Richmond

Mr. Price was born near Richmond and grew up amid the discouragement of reconstruction days in the South. One of his first jobs was cutting and selling wood to the Southern Railway for wood-burning locomotives. He later worked as a clerk, ticket agent and chief dispatcher for the railroad, and from 1903 to 1905 was a traveling representative for the American Tobacco Co. In the latter year he joined Greensboro Life Insurance Co., which consolidated with Jefferson Standard in 1912.

At that time Mr. Price was made vice president and agency manager of the new company, succeeding to the presidency in 1919, when the firm had assets of $9,703,325 and insurance in force of $81,644,994. Today Jefferson Standard has assets of $174,600,000, insurance in force of $655,000,000 and ranks 30th among insurance companies.

Mr. Price was a member of the Greensboro City Council for a number of years, and served as head of the North Carolina Salary and Wage Commission, 1924-28. He owned a majority interest in the *Greensboro Record* for nine years, and was president of the Atlantic and Yadkin Railway until his death. At one time Mr. Price was president of the Federal Home Loan Bank of Winston-Salem, N. C. Last spring he received an honorary Doctor of Laws degree from the U. of North Carolina.

Mr. PRICE

A member of numerous clubs and organizations, and recipient of honors from many of them, Mr. Price was also known as a philanthropist. When his wife, the former Ethel Clay, whom he married in 1897, died three years ago, Mr. Price, who was not a Catholic, gave $400,000 for a Catholic Church and rectory in her memory.

WBIG on its *'Neath the Southern Moon* Oct. 26, paid a special tribute to Mr. Price, eulogizing his life and playing a number of his favorite pieces of music.

Surviving are a son, Ralph C. Price, president of Jefferson Standard since his father's accession to chairman of the board last January; a daughter, Mrs. J. M. Bryan, both of Greensboro; a sister, Mrs. T. S. Neal of Orlando, Fla., and six grandchildren.

Funeral services were held Oct. 27 at the First Presbyterian Church in Greensboro with burial in a cemetery there.

XEO Formal Inaugural Planned for Next Month

FORMAL inauguration of XEO, new Matamoros, Mexico, station, is planned for December, J. M. Gonzalez, owner, announced last week. Operating on 970 kc with 750 w, the lower Rio Grande station has been on the air since Oct. 1.

In addition to Matamoros, sales offices are maintained across the river in Brownsville, Tex. The present 8 a.m. to 8 p.m. schedule will be extended to 16 hours soon, Mr. Gonzalez said. New transmitter and studio equipment was constructed especially for the combined studio transmitter installation, five miles west of Matamoras. A special news service is received direct from Mexico City. Mr. Gonzalez said XEO offers the only fulltime service to about 250,000 Spanish speaking inhabitants of south Texas and northern Mexico.

FINAL GRANTS MADE FOR TWO PROPOSALS

PROPOSED GRANTS for new 250-w fulltime stations on 1490 kc at Meadville, Pa., and Morganton, N. C., were made final by FCC last week, with accompanying denials for mutually exclusive applications in each case.

The Meadville grant went to H. C. Winslow, Meadville surgeon and businessman, on grounds that a greater diversification in the controls of mass communications media would result since the competing applicant, Meadville Tribune Broadcasting Co., is associated in ownership with the city's only daily newspapers [BROADCASTING, Aug. 12]. Dr. Winslow also has a conditional FM grant for Meadville.

On similar grounds the Commission made final its proposed Morganton grant [BROADCASTING, Oct. 21] to Nathan J. Cooper, former WFTC Kinston announcer and salesman and now in charge of a credit company's branch office at Goldsboro, N. C. The application of Beatrice Cobb, Morganton newspaper publisher, was denied.

Name of the manager of Dr. Winslow's Meadville station was not disclosed, but Dr. Winslow told the Commission that he had made an agreement with the manager of an existing station who will take the job and also receive a 40% interest in the new outlet "for a nominal sum."

Intensified Drive Set for Radio Week

RMA and NAB Plan Participation In Event

HIGH-PRESSURE campaign to organize the combined broadcasting and radio manufacturing industries for celebration of National Radio Week Nov. 24-30 got under way last week. Spearheading the drive is the Radio Manufacturers Assn., with NAB joining the movement now that its convention is out of the way.

Representatives of the two associations went into joint action Wednesday, with RMA outlining, at a Washington luncheon, its nationwide dealer campaign by which 30,000 stores and distributors will promote the medium as a stimulus to set sales.

NAB's part in National Radio Week will be directed by A. D. Willard Jr., executive vice president, aided by Edward J. Heffron, executive assistant, public relations, and Charles A. Batson, director of information.

Under direction of W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., and member of the RMA Advertising Committee, posters, display pieces and streamers have been prepared for dealers and distributors. A broadside contains brief instructions on their use along with suggestions for advertising in printed and other media. It presents in terse form the entire RMA program. The display kit will go to broadcast stations as well as stores. It will be ready in a few days.

AWD Contest

A feature of the week will be a letter contest under auspices of the Assn. of Women Directors, of which Alma Kitchell, WJZ New York, is president. The contest is being directed by Dorothy Lewis, NAB director of listener activity.

All women directors belonging to AWD will promote the letter contest on their programs. Twelve radio receivers will be given away as prizes in each of the 17 NAB districts, a total of 204 sets.

NAB is completing plans for nationwide participation of networks and stations in the week. By this means the entire nation is to be made aware of the part radio plays in the national life and in preservation of the democratic way of living.

The AWD Contest is designed "to encourage listeners to be more articulate; to learn more about listeners' program preferences; to build closer listener-broadcaster relationship; to stimulate appreciation of the American system of broadcasting."

Letters are to be not over 200 words and must be postmarked not later than Dec. 6. They must be addressed directly to the woman broadcaster over whose program the contest is announced, and call letters must be mentioned.

Each woman broadcaster will screen letters, which will be titled "What I Think About Radio." The five best letters will be sent to a national board of judges. All listeners may participate except employes of the radio industry. Winners will be announced about Feb. 1.

Board of Judges

National judges will be: Bond Geddes, RMA executive vice president; Henrietta Harrison, radio chairman, National Council of YMCA's; Bruce Robertson, senior associate editor, BROADCASTING; Gertrude Broderick, Federal Radio Education Committee, Office of Education; Mrs. George Fielding Elliot, radio chairman, Women's Action Council; Mrs. Harper Sibley, president, National Council of Church Women; Mrs. Luella Laudin, radio director, National Council of Women; Max Wylie, Young & Rubicam; Jean Rindlaub, BBDO; George Rosen, *Variety*; Frank Burke, editor, *Radio Daily*.

gallery

Perhaps no station in America has three more remarkable people than those presented on the following pages. Weekday after weekday, hundreds of thousands of WOR listeners follow them faithfully and, just as faithfully, buy the products and services they so deftly recommend. One, or all, of this high-powered trio can be bought at a very low price by getting in touch with WOR—that power-full station, at 1440 Broadway, in New York.

MUTUAL

a behind-the-scenes description of one of the most remarkable air salesmen *available for immediate sponsorship* on WOR today.

seller

HE CALLS HIMSELF a "reporter", but that's one of the most modest claims made East of the Mississippi in a year. He's FULTON LEWIS, Jr.; crack WOR commentator on the national scene; weather-vane of the storms that sputter from Capitol Hill; fearless scoop-digger; influencer of public opinion and public action. Every Monday through Friday at 7:00 P.M. on WOR, he is heard in a weekly total of 1,798,600 homes. (He's also the nation's #1 co-op; sells everything from insurance to hot rolls and beer on 193 Mutual stations.) On WOR in New York, however, Lewis hits top selling speed. Proof...Plough, Inc., sponsor of FULTON LEWIS, Jr. for three solid years on WOR, says: "Using Lewis as our only advertising in the area, we upped the sale of our product Mexsana *169%* in two years!". FULTON LEWIS, Jr., slotted between WOR's Stan Lomax and The Answer Man, is one of the most unique, low-priced, audience-laden buys in New York now. Reach for your phone and call Pe-6-8600.

dawn-patroller

Every morning at 6:35, George Monaghan greets thousands of **WOR** yawners with one of the most novel combinations of records and chit chat that's ever been aired. The show's a simple one and the technique's, actually, rather old hat. But George is neither. He's, to put it unoriginally, a "personality". With a voice and sense of humor as Irish as the Shannon, his charm is as disarming and effective as seasonal Spring fever. Discharged from the Army in 1946, as a Sergeant, he was immediately nabbed by **WOR**. The station sort of banked on the fact that any man who had entertained more than 9-million Allied troops, who pulled more than 1,000 letters a day, who was voted "the most popular announcer on the BBC" by "The Melody Maker", which is England's "Variety", could make things stir in one of the greatest station territories on the Eastern Seaboard. George *did,* and still does. There couldn't be a greater confirmation of this than his string of discerning sponsors. People like, Simon Ackerman; Tidewater Corp.; Emerson Drugs; Rem & Rel, and the BC Drug Co. Added proof is his standout rating. **WOR** will be glad to tell you how effectively and economically George Monaghan can do a job for you. The address is—**WOR**, that power-full station, at 1440 Broadway, in New York.

door-opener

THIS SMILING LADY opens doors in more ways than here pictured. As one of the most literate saleswomen on the air today, she is known to approximately 167,000 WOR listeners every weekday afternoon as Martha Deane. Privately, she is a New York housewife, mother of twins, ex-NEA woman's feature editor-writer, beauty and fashion adviser; not to mention that she's consistently Hooper-rated among the highest-ranking woman personalities in New York radio today.

Her present WOR sponsors include such astute promoters as Abraham & Straus, Pure Food Co., N. Y. Herald Tribune, Burlington Mills, etc. What *they* think of her couldn't be more accurately mirrored than in the unsolicited comment of an executive of the O'Cedar Corp.: "Miss Deane has a large and loyal following. She successfully — and in an amazingly short time — established our product in Greater-New York." She shrugs this off. But her record brilliantly contradicts such modesty.

Now entering her sixth year of WOR popularity, she has to her credit such kudos as — First award, 1945, from Ohio State University for "The most stimulating presentation of ideas and information." She was chosen best woman commentator in 1942 by hundreds of radio editors in the United States and Canada in a poll conducted by Motion Picture Daily. Locally, says the N. Y. Daily News, "... her material packs plenty of interest ... copy is splendid." Says the N. Y. Times, "This show has really advanced the art of the woman's program."

A few openings are immediately available on WOR's Martha Deane program for those advertisers, or their agencies, who are interested in the tactful, but always powerfull, selling of Martha Deane. The address is— WOR, at 1440 Broadway, in New York.

Behind the Wall of Wartime Censorship

Koop Book Describes Radio in Its First War

WEAPON OF SILENCE. By Theodore F. Koop. 304 pp. Chicago: University of Chicago Press. $3.50.

HOW the Office of Censorship piloted the tortuous channel between the Scylla of leaking valuable information to the enemy and the Charybdis of destroying free radio and press is related in the new book of Theodore F. Koop.

Mr. Koop, chief of the news bulletin service of the National Geographic Society, served as special assistant to Byron Price, Director of Censorship, and later as his assistant director and deputy director. He is thus intimately acquainted with the problems, methods and solutions of censorship, and what is more important, he is able to see their significance as delicate balance points between free institutions and the authoritarianism demanded by total war.

While the book is replete with interesting yarns of the ingenious tricks of enemy agents and the more ingenious means by which they were forestalled, Mr. Koop's chapter on "Broadcasting's First War" is perhaps the most completely documented and discerning account yet published on the public service contributions of radio, which had come into being as a mass communications medium since World War I and was, because of its speed and range, potentially a much more dangerous medium than the press.

Severe Test

"Now," Mr. Koop writes, "radio was to undergo a severe test on which its very survival as an independent business enterprise might depend. Always in the background was the threat of complete government regulation. In contrast to the press, radio from its inception had been under federal license. One slip in time of war, and the supervision might easily shift from the paternal to the autocratic. Even before the broadcasting industry had a chance to prove its wartime competence, there were persons high in the administration who earnestly advocated that radio stations be controlled physically by the government for the duration. Only in that way, they contended, could the nation be sure that its interests were being served. Theirs was no proposal that could be lightly brushed aside; they were in a position to present their case vigorously to President Roosevelt."

Since the case for complete government control of radio as the most direct and immediate form of communication with the enemy had considerable merit as well as high support, it was up to the friends of free speech to make every effort to prevent it. Fortunately, as Mr. Koop points out, Byron Price was one of those friends.

While Censorship, in dealing with editors, considered only facts presented, it recognized the delicate nature of radio and the need of going further. Mr. Koop quotes from the original Broadcasters' Code:

"Radio is advised to steer clear of dramatic programs which attempt to portray the horrors of combat; to avoid sound effects which might be mistaken for air raid alarms. Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly."

Alarm Incident

When the Pennsylvania State Defense Council proposed an air raid drill in which stations would sound the alarm—although in an actual air raid they would go off the air—the Office of Censorship cited this comment, and the council dropped its suggestion.

Although the news section of the Broadcasters' Code was virtually the same as the Press Code, and few difficulties arose, one commentator, who frequently had come close to the danger line, received an informal call from the censors. When he objected that his broadcasts were written not for the enemy but for American women, the censors seized advantage and arranged for a woman employe of the station to edit his scripts.

But the news was, of course, only the smallest part of radio censorship. "Security," Mr. Koop points out, "might be endangered by various types of programs—request numbers, quizzes, interviews—in fact, any broadcast in which persons other than trusted employes had a part." To safeguard against coded messages being carried by request musical numbers, stations were asked to accept only written requests and hold them for an unspecified, irregular time. Man-in-the-street interview programs had to be stopped, as well as other popular types of audience participation shows, and the stations' revenue suffered because substitutes were more expensive.

Broadcasters, however, proved resourceful in devising replacements, and, for the most part, accepted their lot without complaint. When one foreign-language broadcaster said it would be economically impossible to employ a monitor censor as required, the NAB urged the station to comply with the voluntary code at any cost rather than imperil voluntary censorship. In August 1943, the broadcaster discontinued his foreign-language programs.

Small Staff

Despite the wide range of activities it covered, the Broadcasting Division had an even smaller staff than the Press Division. J. Harold Ryan, vice president of Fort Industry Co., was chief until 1944 when he became interim president of NAB. His successor was John E. Fetzer, owner of WKZO Kalamazoo, Mich.

Mr. Koop praises not only the efficiency of the censors, but the "unselfish restraint of broadcasters" which, he points out, has provided "an unanswerable reply not only to those who sought arbitrary wartime controls but also to those who would impose fresh restrictions after the cessation of hostilities."

From the overall censorship experience, Mr. Koop draws a lesson which cannot be repeated often enough in a world entering the Atomic Age. It is that the different freedoms are interdependent one on another. Isolationism among the media of expression has become as untenable as we now know it to be among the nations of the world in politics.

THEODORE F. KOOP, author of "Weapon of Silence," first came under the influence of Byron Price, wartime Director of Censorship, during Mr. Koop's years with the Associated Press. He later returned to be Mr. Price's assistant in the the Office of Censorship, that amazing Government agency which hung up its own "Out of Business" sign the day after VJ. Mr. Koop is now chief of the news bulletin service of the National Geographic Society.

Mr. Koop

Technique Of Radio's Power Analyzed

Professor's Book Studies Psychology of Kate Smith Appeal

MASS PERSUASION: The Social Psychology of a War Bond Drive. By Robert K. Merton. 210 pp. New York: Harper & Brothers. $2.50.

THE WARM voice, hoarse now from hours of repeated begging, cajoling, almost demanding, was of undeniable appeal.

(The mother of a bombardier later recalled: "I remember she say, 'If you buy a bond, you buy a ticket for your son to come home.' . . . The way she speaks to mothers, it would break your heart. . . . I wouldn't NOT have the money to help my son. I wouldn't be able to rest.")

It was a September morning, back in 1943, and Kate Smith was well into an 18-hour marathon of war bond selling on CBS. The marathon, before the day was done, inspired listeners to subscribe to a staggering $39 million worth of war bonds.

(A Brooklyn housewife whose only son was overseas remembered: "The way she was talking, I had all I could do to get to the phone quickly. She was telling the story of a young fellow—I remember his name, Merrill—that didn't have any legs or arms. . . . It got me so. I ran from the phone right over to his (her son's) picture and started to cry. And I said: 'Sonny, if this will save one hair of your head, I thank God'.")

What tricks of human consciousness make millions susceptible to such appeals? Last week, in a scholarly book of 210 pages, a Columbia U. professor sought to describe them.

Broadcasters Should Read

Mass Persuasion, as written by Columbia Prof. Robert K. Merton, is just what its title implies, a study of the use of persuasion over the radio in swaying great numbers of people. Broadcasters might well read this remarkable volume to perceive more intimately the fantastic power they control.

Throughout the entire book, Mr. Merton seeks to answer just one question: Just how and by what special techniques of persuasion was a radio star able to sell $39 million worth of war bonds during the course of one day's broadcasts?

The finished product, looking much like the final thesis of a Ph.D. candidate, is the direct result of three inter-related sets of exhaustive, comprehensive studies: (1) content analysis of the Smith radio broadcasts; (2) intensive "focused" interviews with 100 persons who listened to her broadcasts during the day in which she sold the bonds; (3) polling interviews, restricted to several specific questions, with a cross section of almost 1000 people.

Discussing the research value of Kate Smith's marathon bond selling campaign, Mr. Merton writes: "The Smith bond drive satisfied many requirements of a study in social psychology. It was, first of all, a real-life situation rather than a synthetically arranged event. Secondly, the bond purchases provided an index, however crude and tentative, of effective persuasion. Thirdly, the situation was emo-

(*Continued on page 70*)

Area 'Flea Circus' Opens in January

Meeting of NAB Board In San Francisco Slated Jan. 5-7

CONDENSED version of the NAB "flea circus," clipped in itinerary but replete with an extra heavy program of BMB, BMI, AFM and kindred problems, is tentatively slated to open in San Francisco after the scheduled Jan. 5-7 meeting of the board of directors.

At that time the new "area" plan by which the 17 district meetings would be boiled down to eight combined meetings, followed by separate district sessions is slated to go into operation [BROADCASTING, Oct. 28]. The new NAB board adopted the area plan at its Oct. 25 meeting immediately after close of the Chicago convention.

C. E. Arney Jr., NAB secretary-treasurer, who last week took a week's rest at French Lick Springs, Ind., after organizing what industry spokesmen describe as the smoothest convention in history, was instructed by the new board at its Oct. 28 meeting to sound out feeling among stations all over the country on the area meeting project.

Eases Load on Officers

Purpose of this plan is to cut in half the difficult expedition of NAB headquarters executives. Under the district meeting setup key executives must attend all 17 of the annual district meetings, a trying assignment that seriously interferes with operations at headquarters and taxes those who make the trips.

By reducing the number of meetings through the area plan district autonomy would be retained but all member stations would have a chance to take part in meetings addressed by headquarters personnel.

The board adopted a recommendation by a subcommittee consisting of Leslie C. Johnson, WHBF Rock Island; Hugh B. Terry, KLZ Denver, and William B. Smullin, KIEM Eureka, Calif. The recommendation specifically provided that the autonomy of the district setup is in no way affected and that district meetings will be held in conjunction with each area meeting. Responsibilities of district directers would not be affected.

The areas would be set up as follows under the subcommittee's plan:

A—District 15 (No. Calif., Nev., Hawaii); 16 (Ariz., So. Calif., N. M.); 17 (Alaska, Ore., Wash).
B—District 14 (Col., Idaho, Utah, Wyo., Mont., western S. D.).
C—District 10 (Ia., Mo., Neb.); 12 (Kan., Okla.).
D—District 8 (Ind., Mich. except 2 counties); 9 (Ill., Wisc. in part); 11 (Minn., N. D., Mich. in part, eastern S. D.).
E—District 13 (Texas).
F—District 5 (Ala., Fla., Ga., P. R.); 6 (Ark., La., Miss., Tenn.).
G—District 4 (D. C., N. C., S. C., Va., W. Va.); 7 (Ky., Ohio).
H—District 1 (Conn., Me., Mass., N. H., R. I., Vt.); 2 (N. Y., N. J.); 3 (Del., Pa., Md.).

Another convention development was a plan to expand participation of small market stations in district meetings. Active in this movement are A. E. Spokes, WJOY Burlington, Vt.; Paul Wagner, WPAY Portsmouth, Ohio; John Alexander, KODY N. Platte, Neb.; and Allan Curnutt, WOSH Oshkosh, Wis. They contended at the meeting of Small Market Station district chairman that their plan would permit better control over problems of such stations; provide an interchange of business practices and labor relations experience, and stimulate national, regional and local sales projects.

By-Laws Need Change

Modernizing of the NAB by-laws and refinement of NAB's geographical districting will be considered by the association's headquarter's staff prior to the San Francisco board meeting.

Present by-laws were adopted at the time of the NAB reorganization in 1938. They have been amended numerous times, leading to need for rewriting of the text to eliminate technical flaws. Two amendments were adopted at the NAB convention in Chicago. They provided for referendum ballots by which the board can submit changes in charter or by-laws to the membership; and vested authority in the board to promulgate standards of practice or codes, along with provisions for their enforcement.

Several changes in districting have been proposed informally by member stations. One plan would transfer part of the Texas Panhandle, now in the 13th District (Texas) to District 14 (Mountain States). Some New Mexico stations have suggested transfer from District 16 (So. Calif., Ariz. and N. M.) to District 14 on the ground that their interests are closer to those of other Mountain States. They also contend that transportation to principal cities in District 14 is less difficult.

Suggestion has been made that South Dakota and Wisconsin should be districted along State lines instead of being split. South Dakota is divided among Districts 11 and 14, with Wisconsin divided among Districts 9 and 11. A small portion of Michigan lies in District 11 but the bulk of the State is in District 8.

FCC Oral Argument

ORAL ARGUMENT is scheduled Wednesday before FCC en banc, starting at 10 a.m., on three proposed decisions of the Commission: (1) Denial, without prejudice, of license renewal application of WJOL Joliet, Ill., because of a free-time agreement with a former owner; (2) grant of Cleveland Broadcasting Co.'s application for a new Cleveland station on 1300 kc with 5 kw directional fulltime, and denial of Scripps-Howard Radio's application for the same facilities, and (3) grant of Fetzer Broadcasting Co.'s request for 1230 kc with 250 w fulltime for a new Grand Rapids station and denial of Ashbacker Radio Corp.'s application for the same assignment for its WKBZ Muskegon.

Ring Recovered

THROUGH an NBC broadcast from Tokyo last week a Marine Corps officer will be able to recover a good luck ring taken from him by the Japanese following capture of Wake Island. An acquaintance of the officer after hearing the newscast over WRC Washington phoned the network's Capital key to affirm identification of the ring as possibly belonging to Lt. Col. Herbert C. Freuler at Quantico, Va. NBC Washington contacted Colonel Freuler who appeared on *World News Roundup* the following night to relate his experiences with the Japs. The ring, bearing his name, had been made by his wife before their marriage.

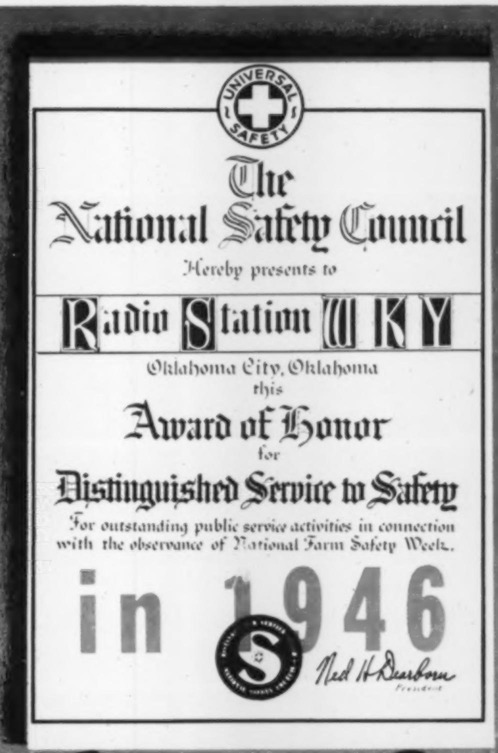
Video Indoctrination

WFIL Philadelphia will start a series of weekly television indoctrination classes for its staff members to familiarize the employes with the television field. Thomas Hutchinson, station's television consultant, will supervise. At the same time WFIL continues its course in television receiver maintenance and repair for nearly 100 radio service men.

Margaret Coleman

MARGARET ADELE COLEMAN, 27, Hollywood freelance writer, died in that city Oct. 24. She worked on CBS *Stars Over Hollywood* and ABC *Dark Venture*.

ATTENDING annual meeting of promotion managers of CBS owned stations Oct. 7-10 at Hotel Pierre, N. Y., were (l to r standing): Grant Theis, assistant to director of radio sales promotion for CBS; John P. Cowden, director of promotion service for owned stations; Thomas D. Connally, director of program promotion; Louis Hausman, manager of presentation division; Howard S. Meighan, vice president and director of station administration; David Frederick, director of sales promotion and advertising; Carl Ward, WCCO Minneapolis-St. Paul; Ralph Taylor, KNX Hollywood and CBS Pacific network; Jules Dundes, WCBS N. Y.; Howard Stanley, director of promotion for radio sales; John Fox, manager of production for sales promotion and advertising; Irving Miller, art director for owned stations, and William Hylan, assistant to director of station administration. Seated (l to r): Jeanne Rogers, copywriter in owned stations promotion service; Guy Cunningham, WEEI Boston; George Taylor, WTOP Washington; Robert Savage, WBBM Chicago; C. W. Doebler, KMOX St. Louis; Robert Covington, promotion manager of WBT Charlotte; William Golden, associate director of sales promotion and advertising, and Janet Wood, assistant in production details.



UNIVERSAL SAFETY

The National Safety Council

Hereby presents to

Radio Station WKY

Oklahoma City, Oklahoma

this

Award of Honor

for

Distinguished Service to Safety

For outstanding public service activities in connection with the observance of National Farm Safety Week.

Ned H. Dearborn

President

AGAIN in 1946 WKY receives...

☆ Farm Safety Award

For the second consecutive year, the National Safety Council has honored WKY with a top award for what it recognizes as distinguished service in promoting safety on the farm.

This twice-won recognition has come to what actually is only a routine phase of the total service program of WKY's Farm Reporter, but it is indicative of the quality of service rendered by this program in all phases of special farmer interest. Few farm programs anywhere, in fact, equal it either in scope or practical usefulness.

Longtime, self-starting enterprise in sensing and serving the needs and interests of Oklahoma listeners combined with a program menu appealing to most of the people most of the time explains why WKY attracts and holds the largest habitual audience in the state, a fact again substantiated in the recently published statewide study of radio listening conducted by Dr. F. L. Whan.

ADDITIONAL WKY AWARDS IN 1946

BILLBOARD— 15th Annual Radio Editors' Poll named WKY's "Save the Soil" tops in local public service.

CITY COLLEGE OF NEW YORK— Award of Merit for the most effective promotion by a regional station of a sponsored radio program.

BILLBOARD— Second among regional channel stations in over-all promotion, Ninth Annual Radio Promotion Exhibit and Competition.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.:
THE DAILY OKLAHOMAN AND TIMES ✦ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ✦ KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED BY THE KATZ AGENCY, INC.

New Fort Worth, Pittsburgh Stations, WGOV Regional Seen

NEW 1 kw stations for Fort Worth (fulltime) and Pittsburgh (daytime) and a regional assignment for former Georgia Governor E. D. Rivers' WGOV Valdosta were anticipated in proposed decisions announced by FCC last Wednesday.

In the Pittsburgh case the Commission invoked its multiple ownership rule to deny Liberty Broadcasting Co.'s FM application but approved its AM request for 730 kc with 1 kw, daytime only (see separate story on Pittsburgh FM grants). There was no competing application. The proposed AM grant was conditioned on the Liberty stockholders' disposing of their interests in WJPA Washington, Pa., within 30 days.

The proposed grant for Fort Worth, for 1360 kc with 1 kw, directional antenna at night, went to Fort Worth Broadcasting Co., with a proposed denial for Luck-McDonald Co., which sought the same assignment.

Mr. Rivers' WGOV request for a change from 1450 kc with 250 w to 950 kc with 5 kw day and 1 kw night, directionalized fulltime, won a proposed grant over Valdosta Broadcasting Co.'s application for a new station on the same assignment despite FCC's frequent disposition in such cases to grant the new-station application.

The Commission found both WGOV and Valdosta Broadcasting Co. qualified. But, the proposed decision declared:

> "Taken alone, the consideration of the establishment of an additional and competitive broadcast service would be persuasive of a grant to the Valdosta Broadcasting Co. However, we cannot accept this factor as controlling. Otherwise, an existing station seeking to improve its coverage by a change in frequency and increase in power would always be barred by a qualified applicant proposing to construct a new station on the operating assignment requested by the existing station.
>
> "We are of the opinion that in this case consideration should also be given to the past performance of WGOV and to its efforts to improve its facilities . . . and also to the fact that the frequency now being used by WGOV would be available for assignment to a qualified applicant proposing to establish an additional station in Valdosta or proposing to establish a station in a nearby community having a greater need than Valdosta for the use of this operating assignment."

Rivers Pioneering

FCC noted that Mr. Rivers "pioneered radio broadcasting in Valdosta" and that his efforts to expand WGOV coverage dates back to 1941. The station's service since it was founded in 1940 was described as "commendable."

The competing applicant, FCC added, also "is composed of local residents, and the programs proposed by this applicant are found to be as meritorious as those proposed by Mr. Rivers."

Valdosta Broadcasting is owned by George B. Cook, president and 33% owner, who is in the insurance business; A. Julian Strickland Jr., textile manufacturer, 33%; L. O. Smith, in the automobile business, 33%, and Tom B. Smith, retail druggist, 1%.

The Fort Worth grant was based on the fact that the three owners of Fort Worth Broadcasting are Fort Worth residents and would take part in station operation, while only one of two partners in Luck-McDonald lives in Fort Worth and that one would not participate in operation of the station.

Owners of the proposed grantee are Frank M. Skinner, owner of a retail clothing store at Austin, Tex., and supervisor of all its radio advertising activities, who owns 97.6%; Russ M. Lamb, program director and production manager of a Fort Worth station, who owns 2% and would be manager, and John R. Crouse, Fort Worth station engineer, who has 0.4% and would be chief engineer.

Luck-McDonald Owners

Luck-McDonald is owned by Dr. Leskie Halton Luck, optometrist, who conducts a radio program advertising his business, and Myron Birdsell (Pat) McDonald of San Antonio, formerly with several Texas stations. Their ultimate interests would be 51% for Dr. Luck and 49% for Mr. McDonald. Mr. McDonald would be manager.

In the Pittsburgh case FCC found that some overlap would develop between Liberty's proposed FM station and that of the FM station of WSTV Steubenville, Ohio, in which the seven major Liberty stockholders own 37.7% interest. The overlap would increase, FCC added, if WSTV-FM requested normal maximum power. On that basis the Commission proposed to deny the FM application, Comr. E. K. Jett dissenting.

But the overlap between Liberty's proposed AM station and WSTV, the Commission concluded, would be "negligible"—not enough to require denial of the application under the duopoly rule.

Liberty is a partnership composed of John J. Laux (WSTV manager), Jack N. Berkman, Charles C. Swaringen, Alex Teitlebaum, Myer Wiesenthal, Louis Berkman, and Richard Teitlebaum (13% each) and Joseph M. Troesch and John L. Merdian (4.5% each). All nine are interested in WJPA Washington, Pa., 26 miles from Pittsburgh, but have agreed to give up these interests within 30 days after the Pittsburgh grant becomes final.

A Magic Market in Magic Valley

It's almost like magic the way the crops keep rolling out of the Valley the year 'round, and the money keeps rolling in! To Valley folks, there is no slack season. Here is a PERMANENT market that has a steady effective buying power . . . income per capita is over $650.00, totalling 165 million dollars. Look to KRGV, the station that dominates Magic Valley from one end to the other.

AFFILIATED WITH
TAYLOR HOWE SNOWDEN
Radio Sales

1290 ON THE DIAL
KRGV
WESLACO TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

affiliated with
NATIONAL BROADCASTING
LONE STAR CHAIN
1000 WATTS

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

LIVE TALENT . . . ALIVE TO YOUR COMMERCIAL OBJECTIVE No. 20 of a Series

How to start the day right in Indiana

At 8:15 a.m., Monday through Friday, something approaching a mass migration takes place here in Indiana. Out on the farm, in town and in the cavalcade of work-bound cars there's a swirling and a twirling of radio dials as Hoosier listeners turn to 1070 for "The WIBC Coffee Shop."

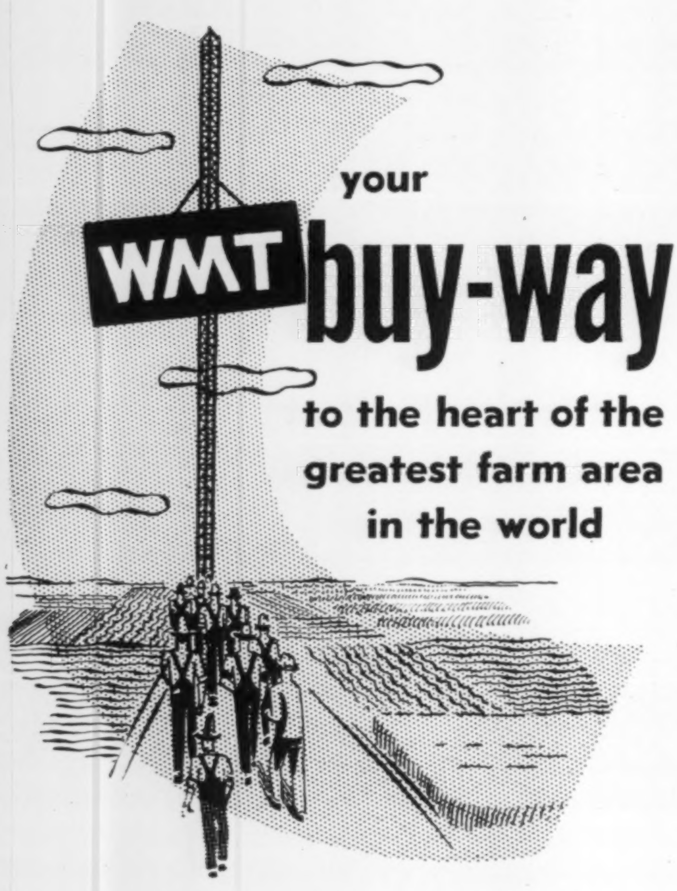
Here's a spirited half-hour session of top tunes, sprightly banter, dramatic interludes and last-minute flashes concerning news and the weather. Emcee of this sparkling wake-up show is versatile, popular Sydney Mason—WIBC's "man of many voices"—supported by an all-star cast of Indiana radio favorites including Mike Dunn, announcer; "The Percolators," instrumental trio; "The Dixie Four," vocal quartet; Binnie Krafton and Dave Hamilton, vocalists.

No unrehearsed, ad lib production, "The WIBC Coffee Shop" is a highly polished, carefully planned product of the WIBC live talent staff. And for the morning-minded sponsor with an eye on Indiana sales, time now available on "The WIBC Coffee Shop" represents one of the best buys at Indiana's favorite radio station. So speak to your John Blair man now about starting your Indiana sales right with a 15 or 30 minute sponsorship on this program that starts each week day right for the residents of Central Indiana. Your JBM can give you full details, too, on other WIBC live talent shows, expressly tailored to your commercial objective. See him today!

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC **Mutual Outlet in Indianapolis**



WMTland embraces Iowa's richest farmland—Iowa that contains ¼ of all the nation's grade A farm area—leading all states in cash farm income last year . . . a great, accessible market for you.

your "BEST BUY" to reach
Eastern Iowa's buyers
economically & completely

AT 600 KC's—IOWA'S FINEST FREQUENCY

MASON CITY
DUBUQUE
CLINTON
SIOUX CITY
WATERLOO
CHICAGO
IOWA
CEDAR RAPIDS
DAVENPORT
ROCK ISLAND
DES MOINES
OTTUMWA
BURLINGTON
NEB.
ILL.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 K.C.
BASIC COLUMBIA NETWORK

Represented by KATZ Agency

Member of MID-STATES Group

GREETING Norman Corwin (l), CBS writer-producer, on his retur to Los Angeles after 36,000 mile round-the-world trip were (l to r William N. Robson, CBS Hollywood executive producer; Harry W. Wi general manager and assistant to Donald W. Thornburgh, CBS Wester Division vice president, and Ernest Martin, CBS Hollywood director of network programs. Mr. Corwin will broadcast a report of the trip, awarded to him by Freedom House, Wendell Willkie Memorial

AFM Would Oppose Lea in Election, Padway Tells House Special Committee

JAMES CAESAR PETRILLO and his American Federation of Musicians would "do everything within their power within the law" to defeat Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate & Foreign Commerce Committee and author of the Lea Act, the House Special Committee to Investigate Campaign Expenditures was told last week by Joseph A. Padway, AFM general counsel.

Appearing on behalf of four unions affiliated with the American Federation of Labor, Mr. Padway said the AFM "might ask each member to make a house-to-house campaign" in Mr. Lea's district, "to solicit votes against him."

Harry J. Steeper, first assistant to President Petrillo, told a slightly different version. Said Mr. Steeper, in substance: The AFM has not discussed the Lea Act nor Congressman Lea; has "not urged any of our members to vote one way or the other"; takes no part in politics at all, other than to apprise its members through the *International Musician* of the records of Congressmen.

Purchase of Time

Mr. Padway appeared before the committee Monday after advising the AFM, International Brotherhood of Teamsters, United Garment Workers and the Laundry Workers International Union to ignore questionnaires sent out by the committee to more than 300 organizations. The questions asked are "invasion of private rights," the union attorney contended. He identified himself as general counsel of the AFL and the four unions which had refused to answer the questionnaires.

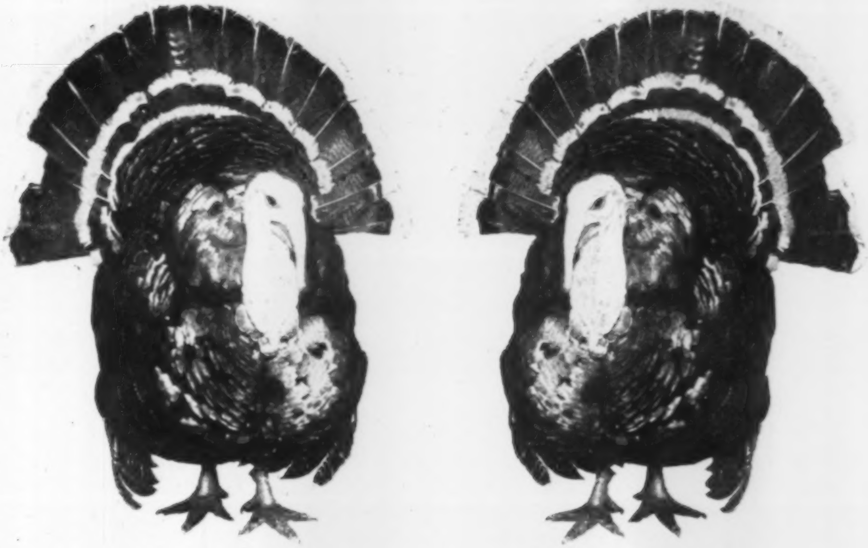
Rep. Frank Fellows (R-Me.), who sat with Chairman J. Percy Priest (D-Tenn.) and Rep. Oren Harris (D-Ark.), referred to the Corrupt Practices Act and asked Mr. Padway if he thought "the purchase of radio time and the preparation of script in behalf of a candidate or against some other candidate" would be considered a "contribution of value" under the law. Mr. Padway said, "In general, sir, yes. For instance, the purchase of radio time by the AFM to explain to the public or at least to the citizens in the district of Congressman Lea, his attitude on the Lea bill and that it has been against the interests of the AFM and will have a detrimental effect upon them, and they want the people to know that Lea had not been a friend of the AFM, I do not think that could be construed as prohibited as a political contribution."

Mr. Steeper told the Committee that the *International Musician* published an article "excoriating Congressman Lea for the obnoxious—to us—bill that was passed under his name, but there was no intimidation, nor any instructions contained in that article as to how the members should vote."

Reference was made to Mr. Petrillo's violent denunciation of Representative Lea at the AFM June convention in Florida. "It was said in the heat of an oratorical display," explained Mr. Steeper. "But it was an expression of the true sentiments felt by President Petrillo," interjected Counsel Padway.

"You said it; you can repeat that," exclaimed Mr. Steeper. He denied, under cross-examination, that the AFM had taken any "political action" against Representative Lea and said he knew of no plans for such action.

Chairman Priest said the committee would adjourn further hearings until after the election. It was understood that some committee members favored subpenaing certain radio commentators who have supported Administration candidates, but Chairman Priest reportedly turned down any such move on the grounds that the committee might be intruding on the right of free speech and free press.



Two for One Price

KFJZ - Fort Worth ★ WRR - Dallas

One ax — two whacks . . . and these birds are on their way to becoming a first-class Thanksgiving Dinner. . . .

Radio coverage of the billion dollar Fort Worth-Dallas markets can be garnered in much the same way: KFJZ and WRR . . . two 5000 watt stations for one price . . . and you have the Best Radio Buy in Texas.

Yes Sir, this double helping of KFJZ and WRR is available at simultaneous or separate hours . . . for one price. Check the coverage and listener loyalty of the KFJZ-WRR audience, and serve yourself a double portion of real sales power.

TEXAS' BEST RADIO BUY

WRR DALLAS

KFJZ FT. WORTH

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

THE BEST RADIO BUY IN TEXAS

DON'T GIVE THE AX TO YOUR OUTSIDE* AUDIENCE

on the Pacific Coast, too!

***Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.**

PACIFIC COAST outsiders have a keen interest in your radio show–but if it isn't on Don Lee, this big audience (around 6 million people) can't hear it.

All of the four Pacific Coast radio networks cover the *inside*, or seven major metropolitan county areas. Don Lee, however, is the only network with enough stations to deliver the *outside* audience also. (The *outside* audience, incidentally, represents about half the population and accounts for nearly 50% of the 9 billions in Pacific Coast retail sales each year!)

Don Lee gives exclusive coverage of the rich plum which is the *outside* market because of its great number of stations. Don Lee, with 40, has *more stations than all other* Pacific Coast networks combined. And it takes many stations to do a complete coverage job on the Pacific Coast. Most markets of the region are surrounded by mountains *5,000* to *15,000* feet high, and the long-range broadcasting of other networks can't reach them. Only Don Lee has a station located *within* every important mountain-surrounded market.

Give the big, money-spending *outside* audience a break on the Pacific Coast. Put your radio show on Don Lee and there will be thanks-giving from these folks all year long. *Remember:* More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 7 : EVERETT, WASHINGTON
An exclusive Don Lee *outside market*

TOTAL RETAIL SALES	$44,520,000

Sales Management, 1946, Survey of Buying Power

The Nation's Greatest Regional Networ

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
DON LEE
BROADCASTING SYSTEM

October Listening Jumps 8% On Pulse

Rating Service Places Hope First on List With 19.7

INCREASE of 8% in the October average quarter-hour sets-in-use in New York over the September rating was reported last week by The Pulse, New York. Listening rose from 22.6 in September to 24.5 in October, an increase of 1.9 over October 1945.

The top 10 evening and daytime shows in New York for October as listed by the Pulse were: Evening: *Bob Hope Show*, 19.7, *Lux Radio Theatre*, 19.0, *Walter Winchell*, 17.7, *Chase-Sanborn Program*, 17.7, *Jack Benny Show*, 17.7, *Red Skelton*, 17.3. *Mr. District Attorney* 17.0, *Fred Allen Show*, 17.0, *Fibber McGee & Molly*, 16.0, *Suspense*, 16.0. Daytime: *Aunt Jenny*, 6.6, *Kate Smith Speaks* 6.6, *News-Harry Clark*, 6.1, *Big Sister*, 6.1, *Helen Trent*, 5.8, *Our Gal Sunday*, 5.5, *WOR 8 a. m. News* 5.5, *Arthur Godfrey*, 5.5, *My True Story*, 5.3, *When a Girl Marries*, 5.3.

Saturday and Sunday Daytime: *World Series*, 21.0, *Army vs. Michigan*, 14.0, *Quick as a Flash*, 10.7, *Counterspy*, 10.3, *C. Foster Orchestra*, 8.3, *Children's Hour*, 6.3, *Evening Ballroom*, 6.3, *Stars Over Hollywood*, 6.0, *News-C. McCarthy*, 6.0, *News-G. Putnam*, 5.7.

Philadelphia Increase

Radio listening in Philadelphia showed an increase of approximately 8% in the September-October average quarter-hour sets-in-use over the July-August Pulse ratings. Listening rose from the low for 1946 of 19.1 in July-August to 20.6 in September-October, and above the 20.4 attained in the same period in 1945.

The top 10 evening and daytime shows in Philadelphia as listed by the Pulse were: Evening: *Dr. Christian*, 20.0, *Lux Theatre*, 19.8, *Charlie McCarthy*, 17.8, *Suspense*, 17.8, *Your Hit Parade*, 17.5, *Mr. District Attorney*, 15.8, *Mr. Keen*, 14.0, *Screen Guild*, 13.8, *Big Town*, 13.5, *Dick Haymes Show*, 13.3, *Walter Winchell*, 13.3. Daytime: *Breakfast Club*, 9.8, *Ma Perkins*, 8.9, *Big Sister*, 8.9, *Kate Smith Speaks*, 8.9, *Breakfast in Hollywood*, 8.6, *Aunt Jenny*, 8.6, *Helen Trent*, 8.6, *Our Gal Sunday*, 8.5, *Road of Life*, 8.3, *Young Dr. Malone*, 8.2. Saturday and Sunday Daytime: *Children's Hour*, 15.3, *Grand Central Station*, 8.8, *Armstrong Theatre*, 8.0, *Let's Pretend*, 7.8, *Ranger Joe*, 7.5, *Sheaffer Parade*, 7.5, *RCA Victor Show*, 7.5, *Stars Over Hollywood*, 7.0, *One Man's Family*, 6.5, *Quick as a Flash*, 6.3, *Harvest of Stars*, 6.3.

More Decontrols

OPA has released from price control articles of electronic equipment sold to consumers as kits for assembly into microphones, record players, amplifiers, loud speakers and other devices using batteries or electricity.

WELCOMING KPOA, new 5 kw Honolulu station on 630 kc, were members of Edward Petry & Co., station representatives, at the Chicago NAB Convention. Seated (l to r): Earle H. Smith, Petry San Francisco manager; Irvin Gross; Hanque Ringgold; Jack Keating and Elroy McCaw, of KPOA; Turk Righter, and Louis Smith. Standing: Buell Herman; James G. Sandison; Charles Grisham; Bill Cartwright, Detroit manager of Petry; Jim Parsons; Edward Petry; Henry I. Christal, New York manager; Ed Voynow, Chicago manager; Jack Harrington; Jim Thompson; Chet Matson, Los Angeles manager; Mike McGuire; George Kercher, St. Louis manager, and John Ashenhurst.

INDEPENDENT INDIA WILL ADD BUSINESS

PETER DE PETERSON, manager of the Calcutta office and a director of J. Walter Thompson Co., who is on tour of the company's United States offices, last week predicted the eventual development of a strong, independent jute business and further extension of foreign business interests in the new, independent India.

Mr. Peterson

In mentioning advertising in India, he pointed out that one of the great problems is the wide diversity of languages. Radio advertising presents a real problem because of the language situation. The development of an all-India radio network to supplement the present BBC system, he said, has been hampered by the fact that radio owners are widely scattered throughout the continent in widely separated language areas.

Canada Proposal

LEGISLATION to stop the CBC from "the power it has to publish newspapers and periodicals" is to be brought before Parliament at Ottawa at the next session, according to a statement make by John G. Deifenbaker (Progressive-Conservative member for Lake Center, Sask.) at Regina. He is reported to have told the Saskatchewan Progressive - Conservative Assn. that the CBC "might conceivably commence to exercise that power'" with the extra $2,000,000 granted to it by Parliament at the session this past summer. (Grant was earmarked by CBC for three new 50 kw and one 10 kw transmitters.) Mr. Diefenbaker stated that the P-G party believed the CBC "should not dominate the private stations" of Canada.

WDAY SCOOP

Feeds Network Transcribed Interview with Suspect

USING a transcribed interview with the captured suspect in a two-month old killing case, WDAY Fargo, N. D., fed a scoop to an eight-station network. According to the station, the story was on the air three and one-half hours before the local newspapers hit the street.

Tipped off by a bus driver on the night run from Minneapolis to Fargo, police had apprehended the alleged slayer at a bus stop 45 miles from Fargo. One-half hour later at 7:30 a.m., the WDAY news room was rounding up Announcers Howard Nelson, Jim Baccus and Gil Swenson. Aided by Operator Frank Cook, they cut interviews with the suspect, the police chief, the arresting officers and the bus driver.

In the WDAY interview, the suspect acknowledged doing the shooting, according to the station.

Fraenckel Honored

VICTOR H. FRAENCKEL, General Electric Research Lab. scientist, has been presented the Medal of Freedom, a special civilian award of the War Dept., by Lt. Col. William L. Purcell, chief of the Rochester, N. Y., AAF Procurement Field Office. Award was presented to Mr. Fraenckel for "meritorious service in Europe as expert consultant, office of the Secretary of War, from March 1944 to January 1945 and from March 1945 to May 1945. As special adviser on radio and radar counter-measures to the Commanding General, U. S. Strategic Air Forces in Europe, he served with distinction, formulating many of the operational policies and techniques which greatly contributed to the effectiveness of the Radio Counter-measures program in our strategic air effort."

More Listeners Write; Urge Mature Programs

"IF PEOPLE don't write as a contestant to win a prize, they're writing to find out how to get on the show," Rodney Erickson, WOR New York director of programs, said last week in a report on the station's mail count. In the past year the number of letters received from listeners at WOR has more than doubled and has been the biggest mail in the almost quarter of a century the station has been on the air.

Mr. Erickson feels that it is part of an important trend now that the war is over and people have more time to listen to the radio and write in their opinions on the various shows. "The 'give-away shows' offering hard-to-get items to listeners have been even a greater incentive to write radio stations," Mr. Erickson pointed out. "Invariably, the writer makes some comment on the show and these off-hand criticisms are invaluable in planning future shows. It means that American people are at last taking an active interest in radio and the demand is definitely for more mature shows. It's one of the best things that has ever happened to radio," he concluded.

Aviation Channels

ALLOCATION of frequencies between 108-132 mc to the aviation service was announced by FCC last week, effective upon adoption (Oct. 25). Licensees affected by the plan have "'at least" until Jan. 1 to make necessary operating adjustments. The Commission also made public a letter asking Aeronautical Radio Inc., Washington, to continue present experiments with an eye to recommendations for an assignment plan probably based on a system of geographic or route assignments rather than assignments to companies.

Free Speech Mike says

"AS TRUE TODAY AS IT WAS THEN"

Free Speech Mike
Guardian of American Freedom

BENJAMIN FRANKLIN said . . .

"Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech."

◆

ELBERT HUBBARD said . . .

"There is no freedom on earth . . . for those who deny freedom to others."

◆

ABRAHAM LINCOLN said . . .

"I want every man to have the chance . . . in which he can better his condition. . . . And freedom of the press will maintain it."

◆

PRESIDENT TRUMAN said . . .

. . . Radio "must be maintained as free as the press."

◆

THOMAS JEFFERSON said . . .

"Equal and exact justice to all men—freedom of religion, *freedom of the press*, freedom of the person. . . . These principles form the bright constellation of democracy."

WJR

THE GOODWILL STATION, INC., DETROIT • 50,000 WATTS

Michigan's Greatest Advertising Medium

CBS BASIC AFFILIATE • • • REPRESENTED BY PETRY

as helpful
as that
point after
touchdown!

When the score is 6-6, that goal is a mighty important point, and it's mighty helpful when the ball sales over the bars for that margin of victory.

WMC can be that margin of increased effectiveness for your radio campaign in Memphis. With top NBC programs and outstanding local productions, with a proven record of listener loyalty since 1923, with its 5000 watts in the center of the dial at 790, WMC has assets no other station in Memphis can offer.

—the station with the billion dollar market area

WMC
★ MEMPHIS • NBC • 5000 WATTS
DAY AND NIGHT
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
MEMPHIS' DOMINANT RADIO STATION
"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

RADIO EXECUTIVES discuss plans for the Radio Executives Club of New York for the 1946-47 year, with the first of a series of semi-monthly luncheon meetings. (Left to right) Arthur Pryor Jr., BBDO vice president and member of the REC program committee; Robert D. Swezey, Mutual vice president and general manager, REC president; Frank Stanton, CBS president and member of the REC advisory council; Justin Miller, NAB president, also member of the club's advisory council.

Pioneer Dr. DeForest Charges Radio Has Been 'Debased' by Broadcasters

DR. LEE DeFOREST, industry pioneer, today protested his role of unwanted step-child at the NAB convention in Chicago, where, he charged, he was not "even invited to attend as a guest."

Dr. DeForest, whose invention of the vacuum tube first gave radio a voice, himself voiced his objection at what he termed had made radio a "laughing-stock" with its over-commercialization.

To vent his ire on the industry which sprang from one of America's most creative geniuses in 1907, Dr. DeForest was forced to resort to another, and older media—the "Letters To The Editor" column of *The Chicago Tribune*.

In answer to his own question, "What have you done to my child?" Dr. DeForest said, "He was conceived as a potent instrumentality for culture, fine music, the uplifting of America's mass intelligence. You (the broadcaster) have debased this child, you have sent him out in the streets in rags of ragtime, tatters of jive and boogie-woogie to collect money from all and sundry for hubba-hubba and audio jitterbug. You have made of him a laughing-stock to intelligence, surely a stench in the nostrils of the gods of the iconosphere; you have cut time into tiny cublets, called spots (more rightly stains) wherewith the occasional fine program is periodically smeared with impudent insistence to buy or try."

Assails Daytime Serials

"The nation has no soap, but soap opera without end or sense floods each household daily. Said a man, 'I have to use their alkalizing; their commercials upset my stomach.'

"Murder mysteries rule the waves by night and children are rendered psychopathic by your bedtime stories. This child of mine, now 30 years of age, has been resolutely kept to the average intelligence of 13 years."

Dr. DeForest said British radio has had a different up-bringing and he praised the British radio for being simon-pure which he declared was an "anathema" to American broadcasters.

"Yet, withal, I am still proud of my child," he wrote.

"Here and there from every station come each day some brief flashes worth the hearing, some symphony, some intelligent debate, some playlet worth the wattage. The average mind is broadening, and despite all the debasement of most of radio's offerings, our music tastes are slowly advancing. Some day the program directors will attain the intelligent skill of the engineer who erected his towers and built the marvel which he now so ineptly uses," said Dr. DeForest.

Denies Report

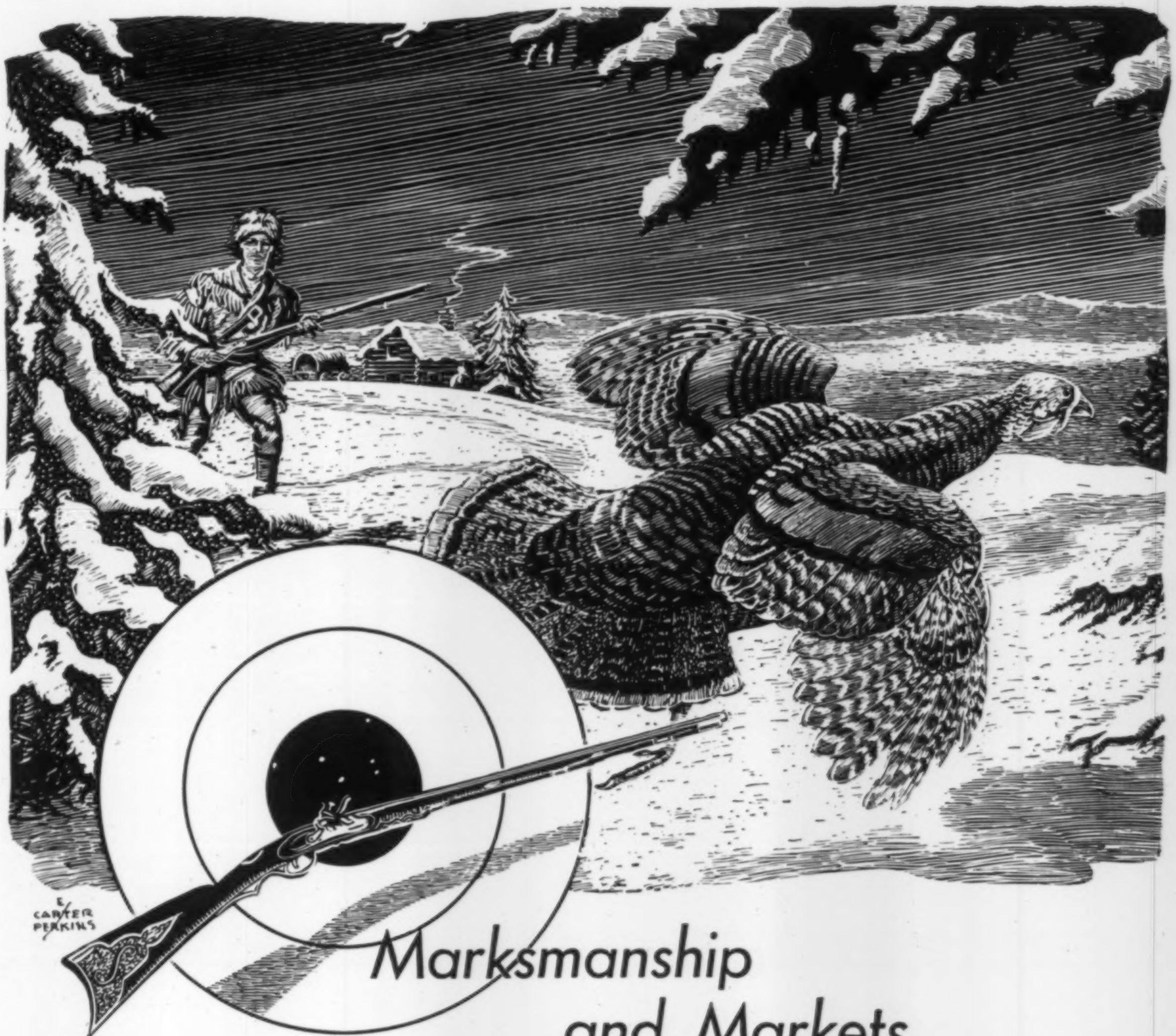
Dr. DeForest also denied, in an interview with **BROADCASTING**, any knowledge of a previously reported project which would utilize one of his most recent inventions to put television on the nation's billboards.

The invention is a new projection tube using an arc-lamp system which would project a television image on a screen the size of the average motion picture screen. He said its advantage lies in that it makes no use of fluorescent material such as used today in the cathode beam. The tube will be for black-and-white only, unless a color-disc is used such as experimented with by CBS as the radio inventor does not believe a projection tube can pick up basic colors in sufficient amounts to transfer them to a screen.

He said reports that a billboard firm was applying for a television license from the FCC had no connection with his experiments in television.

Navy BAT Training

THE NAVY has started a program of training fleet aircraft personnel in technical and operational use of the BAT, radar-guided glider bomb. The BAT was used during the last year of the war in the Pacific as the first fully automatic guided missile to be successfully used in combat by any nation. Training will be centered at Naval Aviation Ordnance Test Station, Chincoteague, Va.



Marksmanship and Markets

● The bullseye has long been the accepted symbol of accurate fire, concentrated on a single target. From the earliest turkey shoot or Indian raid, American marksmanship has continued as a valued and important national asset.

For the radio time-buyer, WCBM is the symbol for targeting sales efforts directly on the Baltimore market. To achieve the maximum in results with economy and certainty, you'll want to find out how the concentrated selling power of WCBM can help you market your product in this rich and densely populated area. Investigate this asset now for profits later.

Baltimore's Listening Habit

WCBM

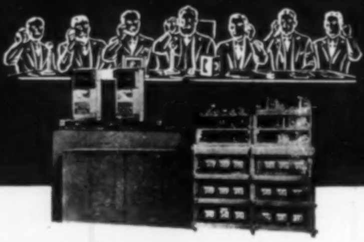
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

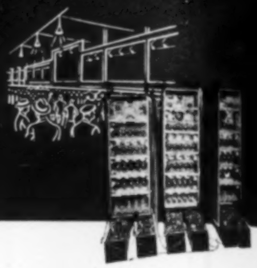
John Elmer, President

George H. Roeder, General Manager

Why this team stan



1914. World's first vacuum tube repeater amplifier; designed by Bell Telephone scientists and made by Western Electric for transcontinental telephony, was the start of modern electronic communications.



1919. These Western Electric amplifiers powered the mightiest sound system of its day, used at New York's "Victory Way" Celebration after World War I. There were 113 loudspeakers in the system.

WHEN Bell Telephone scientists designed and Western Electric manufactured the first vacuum tube repeater amplifier back in 1914, they opened a vast new frontier of communications and sound distribution. Up to that time, telephone communications—both by wire and radio—could cover only limited distances and produce relatively low volumes.

For more than 30 years, this team has produced ever better amplifiers for almost every use—long distance wire and radio telephony, radio broadcasting, sound distribution systems, mobile radio, sound motion pictures, disc recording, acoustic instruments and radar.

Equipped with unexcelled tools of research, experience, skill and manufacturing facilities, the Bell Laboratories-Western Electric team will continue to design and build amplifiers outstanding in quality, efficiency and dependable performance.

— QUALITY COUNTS —

BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

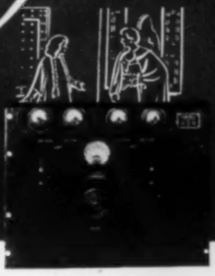
Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

tric ampli-
mightiest
ed at New
ration after
113 loud-

Quality in Amplifiers

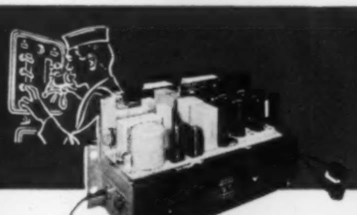
1922. The Western Electric 8A was the first commercial broadcasting amplifier. Today, 24 years later, some of these 8A's are still in use. This long life speaks volumes for the quality built into them.



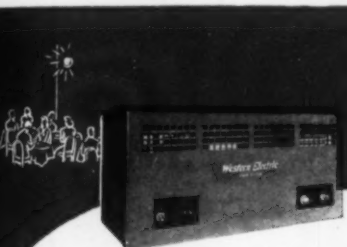
1928. This ac operated amplifier, one of the first made, reduced maintenance costs and did away with cumbersome batteries and charging equipment. It was used to record some of the earliest sound motion pictures.

1934. Western Electric was an early leader in making compression type amplifiers to enable higher speech intensity between noise level and overload point. This equipment was used in overseas radiotelephony.

1938. Negative feedback is another of Bell Laboratories' many contributions to amplifier design—now in general use. This amplifier for disc recording was able to supply as much as 50 db of feedback.

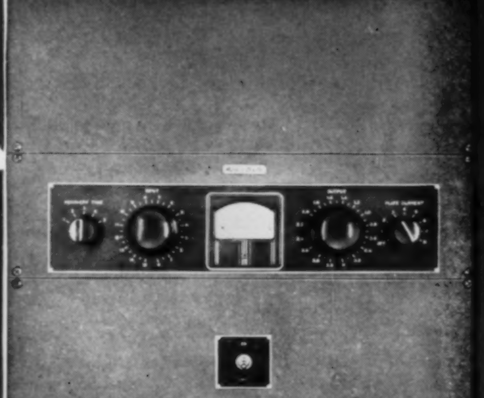


1942. This compact and powerful unit for battle announce systems is typical of Western Electric amplifiers designed during the war. It operated dependably when mounted a few feet from the largest guns.



1946. The brand new 124H and J amplifiers for wired music and public address systems are small and light weight, yet deliver 20 watts. They are setting new standards of quality for music reproduction.

1946. The 1126C is the latest design of Western Electric's popular level governing amplifiers. In operation it acts as a program-operated gain control to prevent overmodulation in AM or FM broadcasting. It immediately reduces gain when an instantaneous peak exceeds a predetermined level, slowly restores it when the peak is passed.



Distributed by
GraybaR
OFFICES IN 95 PRINCIPAL CITIES

NO. 3 OF A SERIES

I'm Tommy's "Dad"

Like two or three other people we can think of, Tommy's dad is a hard-working guy. And when he comes home, he usually wants to listen to the radio and relax. He finds he gets a lot more relaxing done when he leaves the dial set at WTCN, instead of jumping around.

We haven't figured out if it's a compliment, but Tommy's dad says WTCN carries less stuff you have to turn off!

WTCN
MINNEAPOLIS
WTCN
ST. PAUL

The DOUBLE-DUTY STATION

Serving two-thirds of the state's buying power
rural—urban

ABC ... plus High-listener locals!

FREE and PETERS
National Representatives

WPTZ Signs First Network Television Contract With NBC

WHAT IS BELIEVED to be the first regular network affiliation contract in television has been negotiated between NBC and WPTZ, Philco video station in Philadelphia. According to Noran E. Kersta, manager of NBC's television department, the video contract is a short version of NBC's regular affiliation contract with its AM outlets, providing for certain hours to be optioned to NBC in accordance with FCC regulations, for WPTZ to carry NBC commercial programs and to rebate a certain percentage of its card rate to the network, and for the networking of programs of WPTZ origin to WNBT, NBC's video station in New York, and other future NBC television affiliates.

Much of the contract is necessarily nebulous at present, Mr. Kersta said, with the purpose of leaving the document as flexible as possible so that it may be changed as the development of network television indicates without the necessity for continuously drafting new contracts. He declined to reveal the financial details of the contract, explaining that they are tentative and subject to change as experience, of which there is little as yet, may dictate.

Football Games First

Among the first programs to be broadcast under the new agreement are three football games—the New York Giants' professional game with the Philadelphia Eagles yesterday, Army-Pennsylvania contest Nov. 16 and the traditional Thanksgiving Day Penn-Cornell game Nov. 28. All three telecasts will originate at WPTZ and be sent to New York via the AT&T coaxial cable between the two cities.

The two Penn games will provide the first video co-op programs, being sponsored by Atlantic Refining Co. on WPTZ and by Goodyear Tire & Rubber Co. on NBC. Arrangements were eased somewhat in as much as both advertisers have the same agency, N. W. Ayer & Son. The pro game was broadcast as a sustaining program.

WPTZ has for some years picked up WNBT programs for rebroadcast under an informal agreement, utilizing the direct signal of WNBT which was picked up by a relay station at Mt. Rose, N. J., and retransmitted to the WPTZ transmitter for rebroadcast in Philadelphia. WRGB, General Electric video station in Schenectady, also rebroadcasts WNBT programs. Both WPTZ and WRGB also broadcast programs produced by ABC, but these are local presentations and not networked.

REGION MEN MEET IN FCC CONFERENCE

REPRESENTATIVES from five FCC enforcement offices and four monitoring stations, all located in the North Atlantic region, met last week for a three-day conference in New York with Charles C. Kolster, regional manager of field engineering and monitoring division.

The North Atlantic region, which Mr. Kolster has headed since July 1, covers all territory from the Canadian border to the South Carolina line. Work of the district offices is coordinated under the regional manager and is subject to regular inspection by him.

Discussion at the conference, first to be held since FCC set up the North Atlantic region, was centered around topics directly connected with work performed by the FCC offices under jurisdiction of the engineers present at the session.

Representing the enforcement offices were: Walter Butterworth, Boston; Arthur Batcheller, New York; Forest F. Redfern, Philadelphia; Hymen A. Cohen. Baltimore; Edward Bennett, Norfolk. Primary monitoring stations were represented by Charles T. Manning of the Millis, Mass. station, and A. Anderson of the station at Laurel, Md. Present at the sessions from the secondary monitoring stations, which are less elaborately equipped than primary stations, were Vernon K. Wilson of the Searsport, Me., station, and T. B. Cave of the FCC base at Scituate.

Radios Found on 87.7% Of Farms In Colorado

RADIO receivers were found on 87.7% of occupied farms in Colorado (39,956 out of 45,582 farms) as of Jan. 1, 1945, according to the Census of Agriculture conducted by the U. S. Census Bureau. The farms had 22,106 telephones and 27,643 had electricity the census showed. Principal production of farms consisted of livestock.

In Louisiana only 50.2% of farms had radios (63,025 out of 125,461 farms), the census shows, with 6,434 having telephones and 31,558 having electricity. Field crops were the main agricultural product.

F&P Elects Three

FREE & PETERS, New York, elected three new vice presidents at a meeting of their board of directors in Chicago last week. Elected were: John A. Cory, former sales manager of the Chicago office, who became vice president in charge of midwest sales, Lloyd Griffin, who was elected vice president and assistant manager of the Chicago office; Jones Scovern, former sales manager of the New York office, who in his new capacity will continue to direct eastern sales.

U.S. ROYAL GOLF BALLS
WKMO
CHAMPIONSHIP
TROPHY

TROPHY for first annual city golf tournament was donated by WKMO Kokomo, Ind., as Joe Jordan, WKMO sports editor, looks it over.

HOX, New Panama City Station, Goes on Air

PRESIDENT don Enrique A. Jiminez, of the Republic of Panama, dedicated HOX Panama City when the station went on the air at noon Oct. 12, it was reported last week in New York.

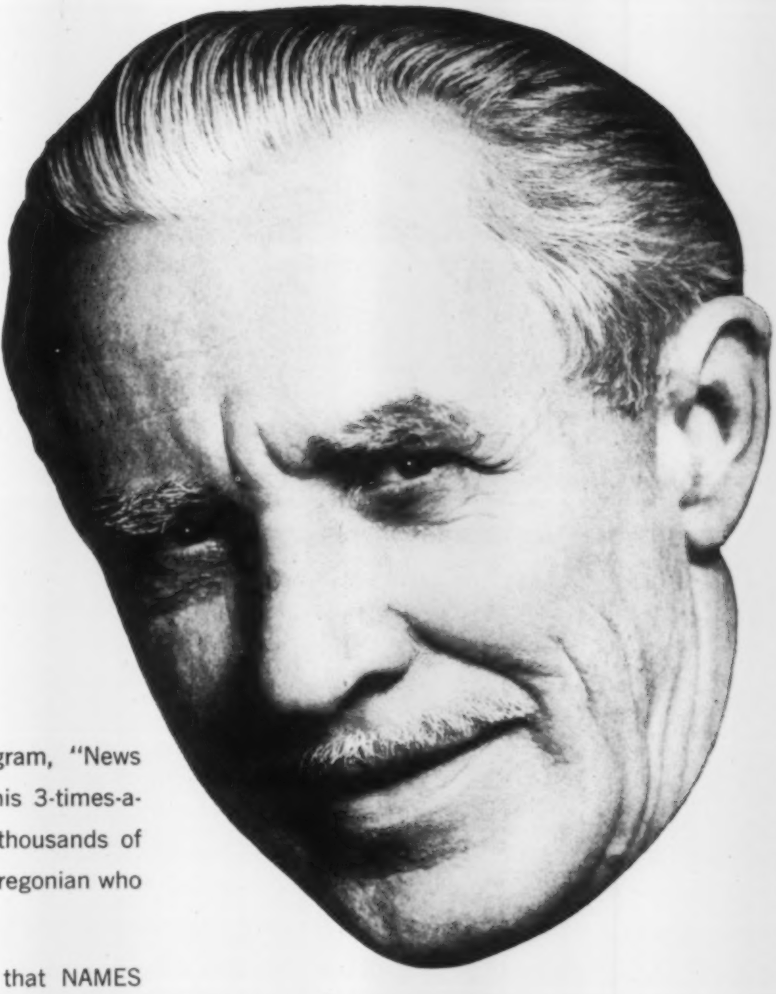
HOX, which operates with 1000 w on 940 kc, features international and domestic news and frequent dramatizations of Panama's history in its program structure, according to Joseph Tilley, general manager. HOX is owned by Radio Centro Americana whose other officers are Arturo Mueller, president; don Paul Jiminez, brother of the Panamanian president, vice president, and don Camilo Queloujeu, secretary. Coincidentally with HOX, short wave stations HOXA and HOXB went on the air, carrying the same programs.

KTFS Takes Air Nov. 6; Staff Erects Own Tower

KTFS Texarkana, Tex., MBS affiliate and new outlet on 1400 kc with 250 w, is scheduled to begin operations Nov. 6 with formal opening planned for Nov. 10. Station was to begin broadcasting two weeks earlier, but has been delayed by equipment. Staff members lessened delay by erecting and painting antenna themselves. KTFS is owned and operated by David M. Segal, general manager, who formerly was manager of WROX Clarksdale, Miss., and Henry N. Fones, chief engineer, who also is part owner of WDSG Dyersburg, Tenn.

Station has employed an all-veteran staff. Les Eugene, formerly with WROX, is program director. Announcers are Don Anderson and Bob Lawrence. Station equipment includes Collins transmitter and Raytheon console.. Wincharger tower is employed.

PORTLAND'S "One-man Chamber of Commerce"



His name, Ken Mason. His program, "News Dramas." His station, KEX. And his 3-times-a-week audience embraces untold thousands of Oregon boosters. Ever hear of an Oregonian who WASN'T a booster?

How does he do it? Ken knows that NAMES MAKE NEWS. With a technique combining showmanship and intense regional pride, he brings to his microphone the Northwest's most newsworthy names. A 100-year-old Oregon pioneer, for example. The nation's youngest newspaper columnist. An eminent atomic scientist. A world-famous athlete..

Selling Portland is duck soup to Ken Mason.. who also can become a slightly terrific performer on YOUR sales staff. As this magazine goes to press, "News Dramas" is available. Better ask the KEX Sales Department if that's still true.

PORTLAND, OREGON
5,000 WATTS

KEX

Help Celebrate National Radio Week
Nov. 24-30

WESTINGHOUSE RADIO STATIONS Inc

KYW KDKA WBZ WBZA WOWO KEX

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Paul H. Raymer Co.

TWO VIDEO MODELS DISPLAYED BY RCA

TWO TYPES OF RCA Victor home television receivers, to be available early this month, were displayed last week at the Parkway Hotel, Chicago. Several other manufacturers agreed to make their first public showings next March.

Models available soon, according to H. C. Chapman, in charge of RCA Chicago distribution, are a table-type receiver with 52-square inch picture on 10-inch direct view tube, retailing at $350, and a 23-square inch picture on 7-inch tube, retailing at $225. Cost does not include tax, antenna or installation.

Early in 1947 RCA Victor will introduce two more models, he said. One will have television, Victrola and AM-FM-shortwave receiver, with 10-inch tube. The other will have large-screen television, with AM-FM-shortwave.

Dan H. Halpin, RCA Victor television receiver sales manager, said the new sets would produce brighter, cleaner and steadier pictures. A special circuit holds the picture steady and keeps out interference. Sets will receive all 13 channels and have automatic station selector.

GIN RUMMY trophy of Kenyon & Eckhardt is presented to first annual winner, Ian Smith of the agency's Detroit office, by Betty Johnson of the K. & E. staff. Good losers, all of the agency's Radio Dept., are the others (l to r): Arthur Moore, producer of *County Fair;* Tom Carpenter, continuity director; Hal Davis, radio publicity head, and Bob Wolfe, assistant radio director.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB	Mobile, Ala.
WLAY	Muscle Shoals City, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

Promotion Slated In Radio Teaching

14-Point Program Adopted At Chicago Meeting

A 14-POINT program for radio councils and other lay groups to follow in assisting radio education was issued at the "Radio Councils Spark Plug Radio Education" session of the School Broadcast Conference, Oct. 21-23 in Chicago.

Panel, chairmanned by Dorothy Lewis, NAB Coordinator of Listener Activity, made the following recommendations for councils and other community radio organizations:

(1) Devote one meeting a year to radio education. (2) Encourage group study of children's listening habits. (3) Invite students to become members of council evaluation committees. (4) Promote school and other educational broadcasts. (5) Maintain standing radio education committees. (6) Encourage Assn. for Education by Radio chapters in their areas. (7) Develop more local programs by students.

(8) Support PTA and library activity. (9) Arrange shelves of books on radio in school and city libraries. (10) Arrange for articles on radio in appropriate journals and house organs. (11) Encourage superintendents of schools to keep items about radio in inter-office bulletins. (12) Promote the appointment of a radio coordinator in every school to serve on over-all radio committee. (13) Help to develop radio workshops in all high schools and colleges. (14) Make a study of ways and means to assemble a local library of transcriptions and scripts.

The group further recommended that stations and networks be urged to supply each council with advance information about educational programs so they can be more adequately promoted.

In addition to Mrs. Lewis, panel members were: Mrs. Margaret Stoddard, Cedar Rapids, Iowa; Mrs. Arch Trawick, Nashville, Tenn.; Mrs. Charles Guyer, St. Paul; Dr. L. H. Hightower, Kalamazoo, Mich.; Mrs. Clella Darby, Des Moines; Uberto Neely, Cincinnati; Mrs. Pearl Broxam, Cedar Rapids; Mrs. Norma Stiegelmier, Normal, Ill.; Miss Olive McHugh, Toledo; Mrs. W. F. Ottmann, Omaha.

Dismissal Granted

THE HUGHES TOOL Co. petition to dismiss without prejudice applications for FM and television stations in Los Angeles was granted last week by FCC. Still pending is their request to delete a conditional FM grant for San Mateo, Calif. [BROADCASTING, Oct. 28.] It was reported that Mr. Hughes would also drop his San Francisco video application but no such request has yet been made.

KFDA
A NUNN STATION
AMARILLO
TEXAS

Amarillo . . One of the Fastest Growing Areas in the Nation!

New industries, oil, cattle, wheat, wholesale facilities, and other factors combine to make the Amarillo market one of the most progressive in the country.

In addition to being one of the nation's greatest beef producing centers, it is also one of the great oil and gas areas of the nation.

Three-fourths of the world's supply of carbon black, used in making tires, ink, and other products, are Panhandle products.

It is not only an immense wholesale distributing center for West Texas (wholesale volume over $150,000,000) but for the entire Southwest.

You can't overlook Texas—and that means—*Amarillo!*

KFDA programming Keyed to Suit Local Tastes

That's why ABC programs and locally produced features have gained a large and receptive KFDA audience in the densely populated areas of the Amarillo market. Ask a John E. Pearson representative for the real facts or write Howard Roberson, Manager.

One of the 5 Major Texas Markets

Nunn Stations:* *KFDA, Amarillo, Tex.; WLAP, Lexington, Ky.; WBIR, Knoxville, Tenn.; WMOB, Mobile, Ala.; WCMI, Ashland, Ky.-Huntington, W. Va.

ABC OUTLET FOR THE AMARILLO MARKET

KFDA
A NUNN STATION

A NUNN STATION IS A PART OF THE AREA IT SERVES

New York Stations to Cancel Regular Schedules for Election Tuesday Night

NEW YORK stations have planned extensive coverage of the Nov. 5 elections. Mutual's WOR, NBC's WNBC, ABC's WJZ, and CBS's WCBS will augment regular network returns of regional and sectional election results with local election news throughout the evening.

Most independent stations will devote much of Tuesday evening to analyses of results. Some will do remotes from local party headquarters.

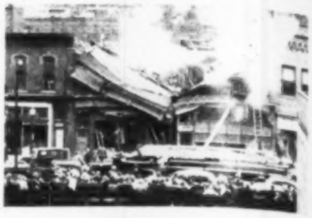
WQXR will air returns compiled by the *New York Times*. WAAT Newark will present latest results on the half-hour, with direct tie-ins to several New Jersey poll headquarters. WBYN will broadcast results as they come in over leased wires.

WHN plans remote broadcasts from New York City Democrat and Republican headquarters and from Tammany Hall. WINS will give bulletins from the two political party headquarters and will present national results as reported over news wires. WMCA has cancelled all scheduled programs after 8:30 p.m. to provide listeners with election news.

From Headquarters

WOV will break into regularly scheduled programs for late results. WNEW plans to discard all commercials and regular programs. WNYC has requested permission of the FCC to remain on the air Nov. 5 past the usual 10 p.m. sign-off time. It will do remote pickups from police headquarters, Republican, Democrat and ALP headquarters and from points in Times Square, Albany, Syracuse and Buffalo.

WHOM will give complete coverage beginning at 9 p.m. after polls have closed. It will continue broadcasting results until majorities are obtained in gubernatorial and congressional races throughout New York and New Jersey.



WITH DUST still rising from the collapse of this Sioux City, Iowa, building, KSCJ had the news on the air. Gene Flaherty, station manager, looked out his office window and saw the building tumble. Don Stone, special events announcer, was doing an on-the-spot broadcast 15 minutes later.

OIR BROADCASTING MEET IS POSTPONED

EDITOR, BROADCASTING:

I should like to congratulate you on your Convention Number which contains highly interesting information on American broadcasting. I appreciate the great effort you contributed toward this publication which, in my opinion, is a valuable contributon to radio literature.

I am awfully sorry that I should ask you for some corrections, but the titles given to my article on international problems [BROADCASTING, Oct. 21] are somewhat erroneous: they should read "Confusion Reflected in *International Broadcasting*" (instead of "Short Wave Radio"), and "OIR. UIR Dominated by Controlled *Radio Services*" (instead of "Controlled Nations").

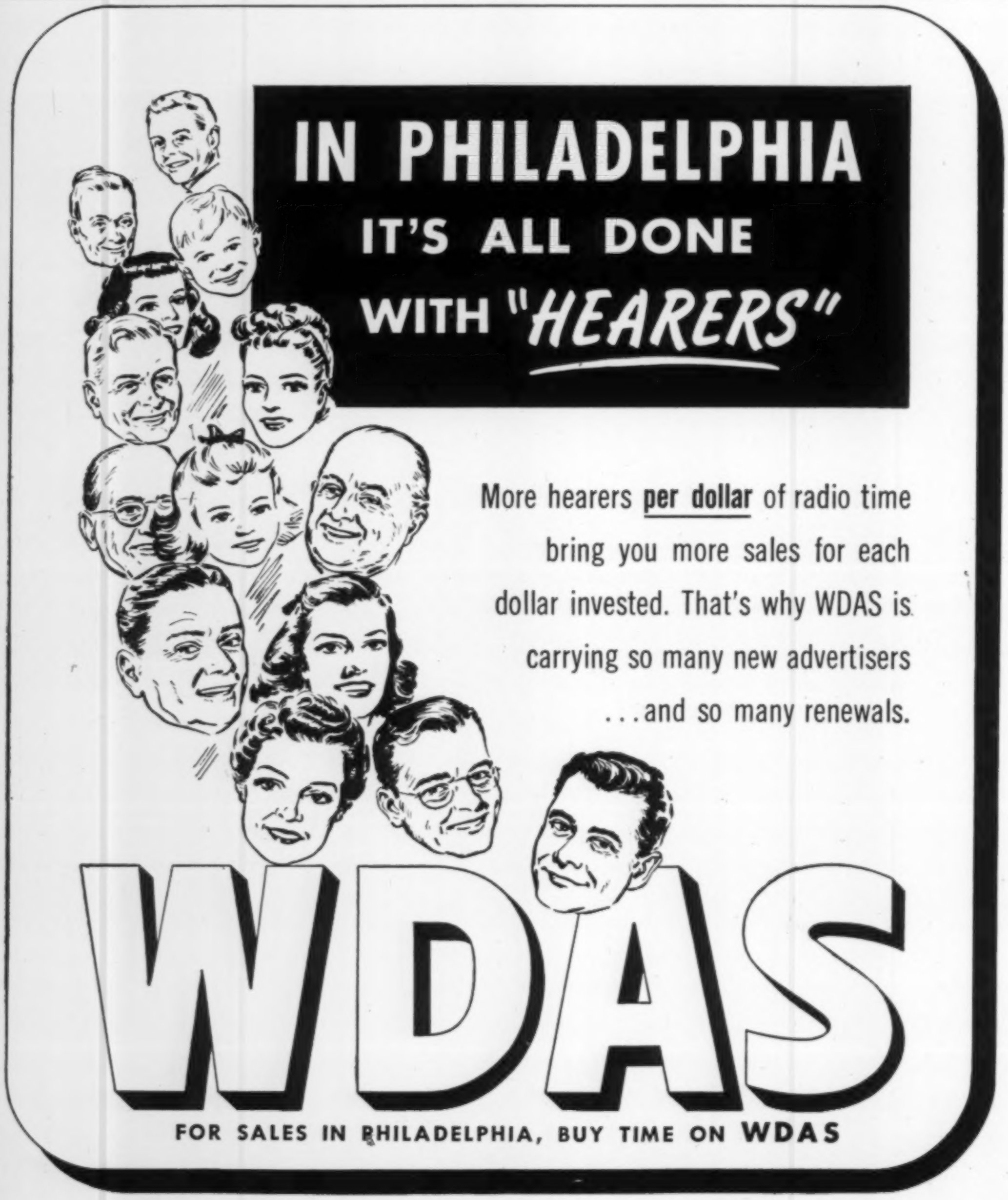
You may be interested to learn that, according to an official communique, the Administrative Board of the "Organisation Internationale de Radiodiffusion" has postponed its planned world broadcasting conference for a few weeks. At the request of the U. S. Government, the Board decided to await the results of the International Telecommunications Conference in Moscow. It proposes to convene immediately after this meeting and to invite official delegates of the United States, Great Britain, France, and U. S. S. R., who participated in the Moscow Conference. In the meantime a General Assembly of the O. I. R. has been called for Brussels on Oct. 24, 1946.

ARNO HUTH,
International Radio Expert.
Oct. 22, 1946.

Educational Committee Established for AMA

AMERICAN MARKETING ASSN. last week announced formation of an educational committee to bring the teaching of marketing into closer touch with the commercial practice. The overall plan, as announced by George Howard Allen, AMA president, encompasses keeping all marketing students and educational groups aware of every phase of the program of the AMA, and plans are being developed to allow more student observation of and participation in commercial group activities.

Members of the new committee are as follows: Dr. Robert A. Love, director of the Evening and Extension Division of the City College of New York, chairman; Prof. Ralph S. Alexander, professor of marketing, school of business, Columbia U.; Prof. Dale Houghton, professor of marketing, NYU and Prof. Paul Edwards, dean, School of Commerce, Rutgers U.



IN PHILADELPHIA
IT'S ALL DONE
WITH "HEARERS"

More hearers **per dollar** of radio time bring you more sales for each dollar invested. That's why WDAS is carrying so many new advertisers ...and so many renewals.

WDAS

FOR SALES IN PHILADELPHIA, BUY TIME ON **WDAS**

WSM

Announces the formation of WSM, Incorporated, effective November 1, 1946.

This change effects a separation of the broadcasting operation from the insurance business of the National Life and Accident Insurance Company, the former licensee of this station. The policies of WSM and its managerial and operating personnel will be unchanged. We will continue to furnish our listeners and advertisers the same type of broadcasting service which has been our privilege to provide for the past 21 years.

EDWIN W. CRAIG
President

ELDON B. STEVENSON
Vice President

HARRY STONE
Vice President and General Manager

JESSE WILLS
Secretary-Treasurer

HARRY STONE, *Gen. Mgr.*
JACK HARRIS, *Asst. Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO., *National Representatives*

Air Castle of the South
W
E
650 KILOCYCLES
NBC AFFILIATE
50,000 WATTS
CLEAR CHANNEL

"The Best in Broadcasting"

WSM
NASHVILLE

finding local shows that "have everything"

like the RUSH HUGHES SHOWS

...is like finding a

...in a

RUSH HUGHES

St. Louis' No. 1 Radio Personality

PRESENTED THREE TIMES DAILY

12:00 Noon • 1:00 p. m. • 6:00 p. m.

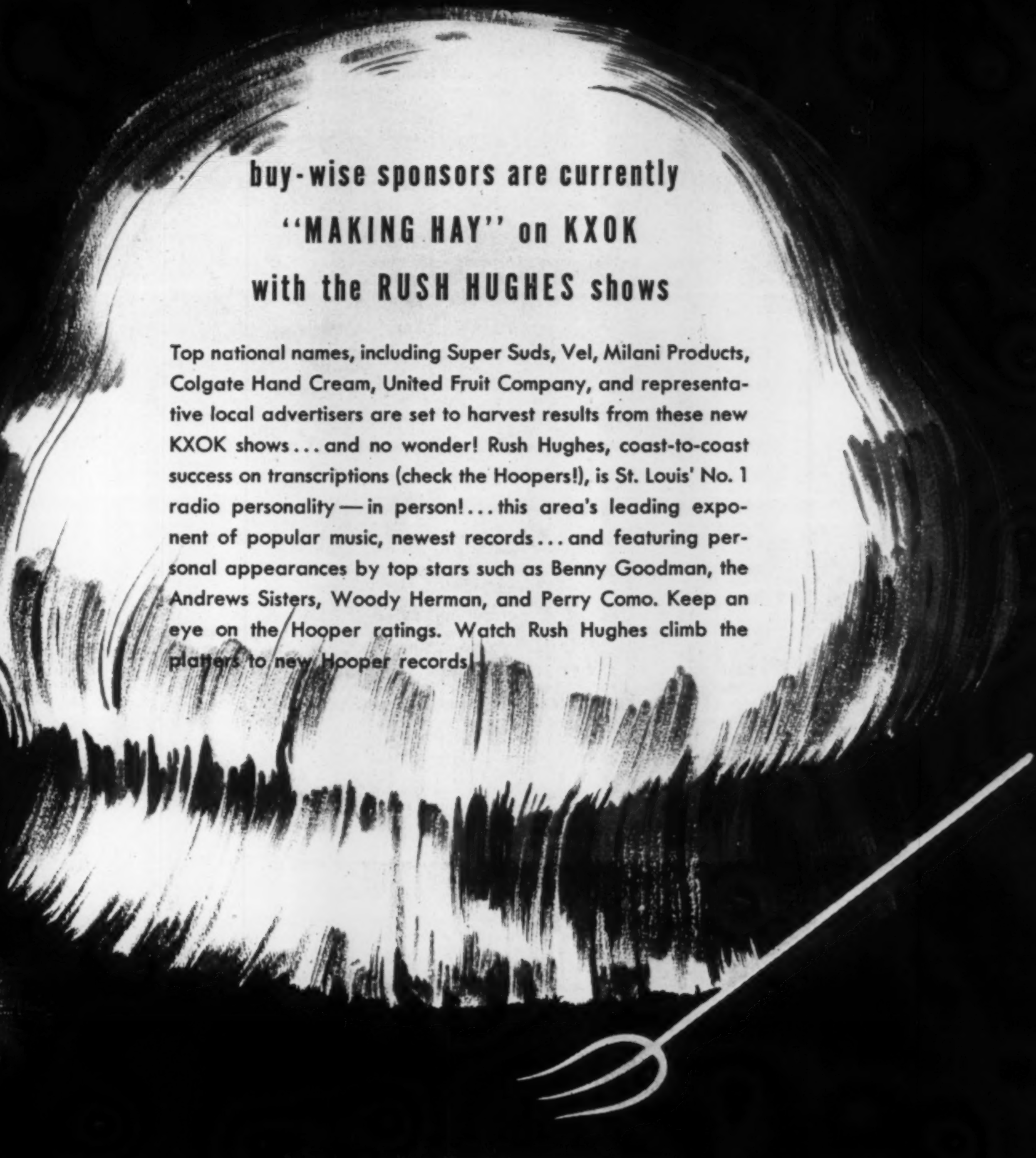
in person on...

KXOK

SAINT LOUIS 1, MISSOURI

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

630 K. C. • 5,000 WATTS • FULL TIME • Affiliate AMERICAN BROADCASTING COMPANY



buy-wise sponsors are currently "MAKING HAY" on KXOK with the RUSH HUGHES shows

Top national names, including Super Suds, Vel, Milani Products, Colgate Hand Cream, United Fruit Company, and representative local advertisers are set to harvest results from these new KXOK shows... and no wonder! Rush Hughes, coast-to-coast success on transcriptions (check the Hoopers!), is St. Louis' No. 1 radio personality—in person!... this area's leading exponent of popular music, newest records... and featuring personal appearances by top stars such as Benny Goodman, the Andrews Sisters, Woody Herman, and Perry Como. Keep an eye on the Hooper ratings. Watch Rush Hughes climb the platters to new Hooper records!

RUSH HUGHES in person... AP, UP, INS, and Reuters news services... hour-by-hour "Weathercasts"... three newest reasons why more and more sets are tuning to KXOK in St. Louis.

Editorial

BROADCASTING TRENDS: I

WE PUBLISH in this issue (pages 16 and 17) results of our first survey of station management opinion. The survey is concerned with a lively issue of the day—programs. It was completed by Audience Surveys Inc. and the language of the report was written by that organization's executives, not by a BROADCASTING staff member.

Note that the report is a factual delineation of the results, virtually devoid of comment or interpretation. A book could be written if one undertook a thorough job of analysis.

A few evident conclusions can be drawn, however, without analytical study. Station managers have not forgotten that their obligation is to the listeners. They report overwhelmingly that the listeners, more than any other group, have done most to improve programs.

In this category, the FCC—which has designated as its principal motive in issuing the Blue Book a desire to improve programs by Government influence or intimidation, to call it by its right name—ranks far down the scale. However—and this seems significant—the FCC does score higher in this bracket than does the NAB.

This can lead to one or two deductions: The FCC exercises too much influence, or the NAB exercises too little. Hundreds of station managers—many of whom voted in this poll—pay membership fees in the NAB. If, as their opinions here would indicate, they feel the NAB exercises relatively little influence toward better programming, something's wrong with the NAB. It emphasizes more than ever the need for a strong program department at national association headquarters.

Or, let's take the positive viewpoint: If the NAB more aggressively backs the effort toward better programs, the FCC's influence in this direction—which should not be permitted because it is contrary to law and free radio—would decline.

One finds support of this simple logic in the replies to the question concerning management opinion on which category *should* exercise influence toward better programming. In this case, the NAB scored above the FCC. But topping the list were the managers themselves. The survey proves, beyond doubt, that the managers feel greater responsibility devolves upon them in this regard than upon anyone else. The manager considers himself the custodian of the people's welfare in radio. This appears to conflict with the FCC's theory.

Station managers look upon advertising agencies and sponsors as an influence for ill insofar as programming is concerned.

Above all, this survey proves that station managers are thinking in terms of better programming. They think they will be guided toward it by the listeners. They believe they will not be propelled into it by the Government or any other vested interest. But they have permitted themselves, by evidence of their own replies, to be driven toward bad programming by their clients.

That this unhappy situation will not exist in perpetuity is proven by the managers' forceful assertions that they themselves are responsible for improvement.

Conscious of this responsibility, we can foresee that they will take the initiative in resisting unusual and destructive demands from advertisers and agencies alike.

The steps they have taken in the past, with quotations from respondents, will be published in our Nov. 11 issue. What they intend to do in the future will be the subject of another survey. And, of course, future surveys on this and related subjects will seek the opinions of agency executives and advertisers.

The purpose of BROADCASTING TRENDS is to clarify day-to-day issues facing those who work in radio. Our hope is that we can bring constructive thinking out of the cloakroom.

Radio's Silent War

BROADCASTERS will read with satisfaction *Weapon of Silence* by Theodore F. Koop, who served as assistant to Byron Price, wartime Director of Censorship. (Reviewed on page 27.)

In it Mr. Koop tells how American radio met successfully what may have been the greatest threat of government control it ever faced.

As the war began there were many persons high in the administration who believed that radio should be ruled physically by the government for the duration. They argued that only in that way could the nation be sure its interests were being served, an argument that parallels present advocates of government programming control for the "benefit" of the listener.

The war story is an object lesson in the self-sufficiency of American broadcasting. As Mr. Koop points out in concluding his radio chapter "the system's efficiency and the unselfish restraint of broadcasters were an unanswerable reply not only to those who sought arbitrary wartime controls but also to those who would impose fresh restrictions after the cessation of hostilities."

On the Record(s)

SOMEWHERE along the line business could take a lesson from organized labor. In New York last week the nation's commercial transcription makers abjectly bowed before the demands of James Caesar Petrillo for a 50% wage increase with fringe requirements.

Mr. Petrillo hinted broadly at Chicago that he'd settle for 37½%—the amount agreed to earlier by record manufacturers. Transcription makers huddled. They countered with a lower figure. Individual transcribers wanted to make separate deals. Petrillo saw the united front crumble. He held out for 50%. He threatened a strike; set a deadline. They came through. Petrillo won again!

In some quarters the transcription manufacturers—most of whom are associate members of the NAB—felt the NAB had let them down. In the final analysis, however, they let themselves down when they failed to work together.

When the present "unemployment fund" kicker to the AFM expires on Dec. 31, 1947, featherbedding will be unlawful under the Lea Act (providing the Supreme Court upholds its constitutionality). There's a loophole in the Act, however. Such practices are not illegal if the employer voluntarily enters the deal with his employes or an organization (such as the AFM).

Will the record and transcription manufacturers stand on their rights or will they "voluntarily" agree to kick in to Petrillo's private social security fund? Unless they acquire more stamina than they displayed in negotiations the past fortnight, Petrillo will continue to collect his bounty—probably at an increased figure—and he'll be within the law.

Our Respects To—

ALBERT MacNAUGHTON CAIRNS

YOUNGEST PRESIDENT of any Canadian broadcasting industry association is Albert MacNaughton (Bert) Cairns, dynamic 35-year-old manager of CFAC Calgary. On August 6 the Western Association of Broadcasters elected him president of their group. A few months earlier, in May, he had been elected a director of the Canadian Association of Broadcasters.

Mr. Cairns was born in Edmonton, Alberta, April 4, 1911. He traces his radio activities back to 1929 when he did play-by-play broadcasts of the football and hockey games of the University of Alberta on CKUA Edmonton, station owned and operated by the university. That was his first appearance before a microphone, and he liked it so well that throughout his student days at the U. of Alberta, he did programming on CKUA and arranged special student features on the station.

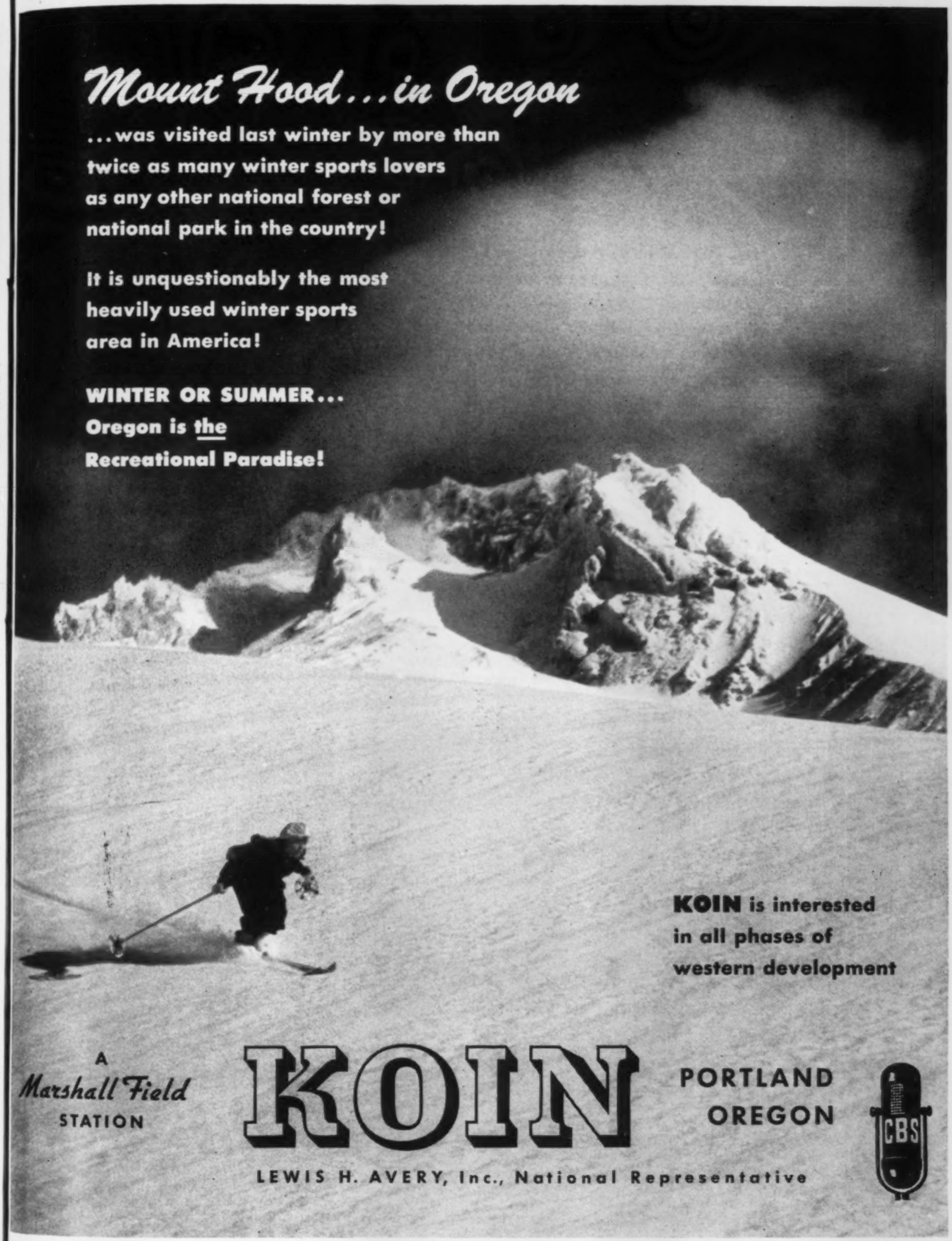
He graduated from the U. of Alberta in the midst of the depression. Getting a job in those days was a major operation, and especially on a radio station. But Bert Cairns wanted to get into commercial radio, and he kept after his goal till he landed as a salesman on CFTP, a station long since forgotten. That was in 1934. CFTP was a small station with a small staff, and when Mr. Cairns was not out selling, he was an announcer, or busy writing program and advertising copy.

He was fortunate in getting on CFTP, for the station was the start of a big radio business for the owners, Taylor and Pearson, who were in automobile supplies and sold radio receivers. With Harold Carson, who was in a similar line of business in Lethbridge and Calgary, owned CJOC Lethbridge, and had stock in CFAC Calgary, Mr. Taylor and Mr. Pearson formed an operating company, All-Canada Radio Facilities, and started operating stations on a management fee basis.

The firm took over operations of CJCA Edmonton, owned by the *Edmonton Journal*, in 1934 and shortly after Mr. Cairns joined CFTP he moved to CJCA, where he was copy editor and later production manager.

In 1937 All-Canada Radio Facilities decided that since most of the national advertising in Canada originated in Toronto, it would establish an office there to sell the stations it operated in western Canada. Mr. Cairns went along with the group of young men who opened offices in Toronto under the firm name of United Broadcasts Sales. They brought new life to eastern Canadian broadcasting. Mr. Cairns was one of the aggressive salesmen who went the

(*Continued on page 54*)



Mount Hood . . . in Oregon

. . . was visited last winter by more than twice as many winter sports lovers as any other national forest or national park in the country!

It is unquestionably the most heavily used winter sports area in America!

WINTER OR SUMMER . . .
Oregon is the Recreational Paradise!

KOIN is interested in all phases of western development

A
Marshall Field
STATION

KOIN

PORTLAND
OREGON

CBS

LEWIS H. AVERY, Inc., National Representative

BANANAS...

Can be Public Service, too!

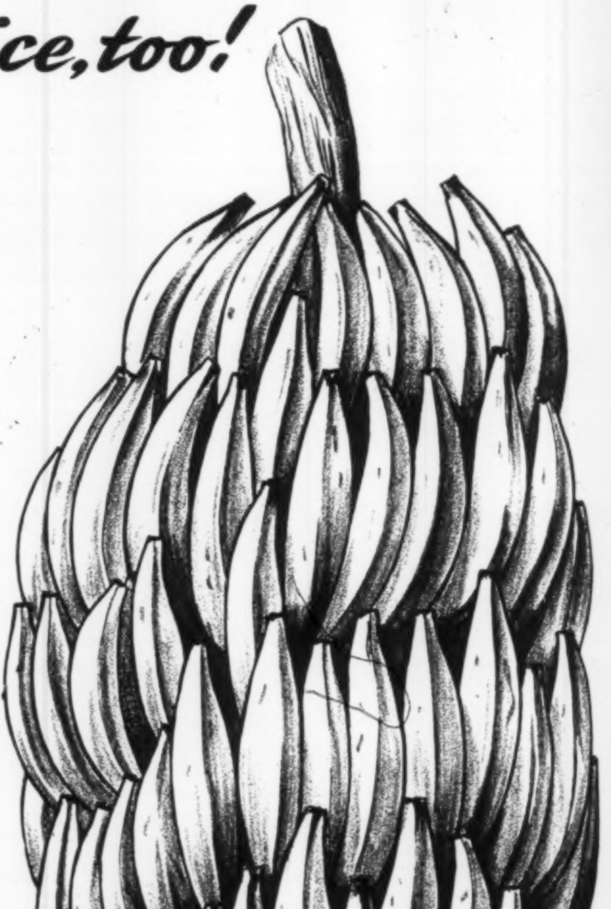
Mrs. Vecchio was desperate. The doctor had left two hours before. His advice, given so casually at the time, now seemed a horrible mockery. "Bananas," he'd said . . . a banana diet for her baby, so deathly sick he had been unable to retain food for three days.

Few food stores were open. Those that were had no bananas. As precious time rolled by, Mrs. Vecchio's sister spoke up. "The radio station . . ." she said, "maybe WMBD can help."

The call came in during the popular 10 P.M. newscast. WMBD's night staff got the story on the air during the local news portion of the program.

Results were instantaneous. Several Peorians *by-passed the station and called the Vecchio's* home directly. WMBD's switchboard was swamped with over 150 calls in less than an hour from grocers and householders with bananas. One mother with three bananas for her own baby offered to give up two.

The sick baby thrived on the banana diet . . . the crisis quickly passed . . . and Mrs. Vecchio is thankful that WMBD is *first* in Peoriarea and that the HEART of Peoriarea is BIG.



5000 WATTS **CBS AFFILIATE**

WMBD

PEORIA, ILLINOIS

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

PROMOTION of the Young & Rubicam programs returning to the networks this fall is inspected proudly by Harry Rauch (right), overall director of publicity and promotion of the agency's radio division, and Gerry Murray, head of promotion for Y & R radio. Autograph-covered center of attraction is Archie's apron, from Bristol-Myer's *Duffy's Tavern*. Additional displays are from *Baby Snooks Show*, *Adventures of Ozzie and Harriett*, *Aldrich Family*, *Vox Pop*, among others, which were sent to station managers and radio editors.

Canada Meeting

MANAGERS of stations operated by Northern Broadcasting & Publishing Co., Timmins, Ont., held a two-day convention at Toronto in latter October to discuss mutual problems. At convention dinner A. D. Dunton, chairman of the board of governors of CBC, was guest, with Roy Thomson, president of Northern Broadcasting, as host. Attending convention and dinner were J. M. Davidson, supervisor of Northern stations, Toronto; H. C. Freeman, manager of CKGB Timmins; B. G. Shellon, manager of CJKL Kirkland Lake; C. W. Pickrem, manager CFCH North Bay; R. Hoff, manager CKWS Kingston; H. G. Burley, manager CHEX Peterborough; Geo. Young, CBC station relations supervisor, Toronto; Norm Brown, Bud Munro, Paul Mulvihill and Cliff Wingrove of National Broadcast Sales, station representative, Toronto; Sid Chapman, secretary-treasurer of N.B.&P. Co.; R. F. McGuire of National Programs Ltd., Toronto.

Donley Injured

HAROLD B. DONLEY, manager of the Home Radio Division, Westinghouse Electric Corp., is convalescing in a Mansfield, Ohio, hospital from multiple fractures suffered in an automobile accident. The car in which Mr. Donley was riding sideswiped a trailer truck, Westinghouse officials said.

MUTUAL, TOO, GIVES TIME TO GOP REPLY

REVERSING its earlier position, Mutual joined the other three major networks in giving the Republican National Committee equal time to answer President Trumans' meat decontrol broadcast of Oct. 14. Rep. Joseph W. Martin (R-Mass.), House Minority Leader, slated to be elected Speaker should the Republicans win the House, was heard on MBS Oct. 24 at 10 p.m.

NBC presented Rep. Clarence J. Brown (R-Ohio), campaign director of the GOP National Committee and chairman of its executive committee, on Nov. 1. Mr. Brown will be interviewed by Richard Harkness, 11:15-11:30 p.m. EST. The night of President Truman's speech, in which he blamed Senators Taft and Wherry for the "unworkable" OPA bill, CBS called Republican headquarters, offering the 10-10:15 p.m. spot Oct. 15. Carroll Reece, GOP chairman, accepted.

Congressman Brown spoke on ABC Oct. 24. NBC offered time. Robert D. Swezey, MBS vice president and general manager, said Mutual did not consider the President's talk as "political." Several Mutual affiliates are understood to have protested the rejection. MBS subsequently reversed its position and offered the 10-10:15 p.m. spot Oct. 24.

When you buy

NBC

be sure you get

KOH

RENO, NEVADA

Serving Wealthy Western Nevada

Paul H. Raymer Co., National Representatives

1000 Watts

630 Kilocycles

PHILADELPHIA'S
No. 1 Disc Jockey

Doug Arthur
with
Danceland

10,000
Watts

WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.
in New York by Joseph Lang, 31 W. 47th Street

711,711
PEOPLE

RIDE TO BUY
IN
GREENVILLE,
S. C.

Greenville is the trading center for a rich 50 mile area of 711,711 people . . . heart of South Carolina's top county in 1945 Retail Sales ($73,645,000*). Greenville Retail Sales are higher than many cities of 100,000 — it's your top market in South Carolina.

WFBC

GREENVILLE, S. C.

NBC 5,000 Watts

LEWIS H. AVERY, Inc.

Most Powerful Station In Western Carolinas

NBC STATION FOR THE GREENVILLE-SPARTANBURG ANDERSON MARKET

*Sales Management Estimates—1945

GREENVILLE
IS A 100,000+
MARKET
1ST IN SOUTH CAROLINA

SOON

The Voice of WLAW will blanket ALL New England

bringing greater listener enjoyment to more than 3 million people

WITH 50,000 WATTS ON 680 KILOCYCLES

NATIONAL REPRESENTATIVES:
WEED & CO.

Respects

(*Continued from page 50*)

rounds of the agencies and sponsors to get business for the western Canadian stations. Later he became station time department manager of the office, which by that time had amalgamated with the parent company, All-Canada Radio Facilities.

Well-known in Toronto for his dynamic presentation of western Canada's stations, Mr. Cairns decided to add to his knowledge and see the radio business from another angle. He became radio director of McKim Advertising Co. Ltd., in 1940, with his office in Toronto. He had been away from the west a long time by now, and felt he needed a contact with the west. So he went back to Calgary long enough to marry Mary Brace Cadzow, who was continuity editor of CFAC at that time.

By the end of 1941 Mr. Cairns had had enough of eastern Canada, and resigned from McKim Advertising to rejoin All-Canada Radio Facilities at Calgary. A few months later he was appointed manager of CFAC, a post he still occupies.

When he has time Mr. Cairns likes a game of golf and is a good bridge player. Amateur theatricals have interested him since university days, and are still among his chief diversions. He has a four year old son, Micheal. He is a Kiwanian, belongs to the Renfrew Club and the Calgary Golf and Country Club.

CBC DEFICIT CALLS FOR PROGRAM CUTS

WITH A DEFICIT of $78,000 facing the Canadian Broadcasting Corp. this year, a drastic economy campaign has been started on the entire CBC system, according to A. D. Dunton, CBC board chairman. CBC operates on a basis of keeping current operating expenses in line with revenue, and as listener license fees have fallen off in the past few years due to lack of new receivers and old receivers being discarded, CBC has had an operating deficit the past two years. This year receipts are set at $6,132,263 and expenses $6,210,689.

Savings are to be made in the program department and wherever else possible. Program expenses are highest on the CBC list, since it supplies 16 hours daily on Trans-Canada Network in five time zones, four hours daily on Dominion Network, and 16 hours daily on French Network in one time zone.

While operating expenses are to be cut, there is no intention of reducing the CBC expansion program of three new 50 kw stations and one 10 kw station, to be in operation by next June. For this Parliament at Ottawa recently voted CBC $2,000,000, and this is capital expense [BROADCASTING, Sept. 9].

Budget difficulties are constantly referred to at CBC headquarters in all departments. CBC deficit will, however, be much greater than expected if Ontario courts rule on costs CBC must pay Gooderham & Worts Ltd., Toronto, distillers, for rent of former CKGW, ruling on which from London, Eng., has been announced.

COL. FLORIMOND DUKE, director of foreign operations for Greek War Relief Assn. of the U. S., has returned to the U. S. from Greece and may be reached through Day, Duke & Tarleton, New York.

MANAGEMENT

WILLARD E. BOTTS has been named manager of WMOC Covington, Ga. Active in broadcasting since 1931 he formerly had been in the technical department of WJEJ Hagerstown, Md. and WIP Philadelphia. Mr. Botts served in the Army for five years.

WILT GUNZENDORFER, manager of KROW Oakland, Calif., has been elected secretary of Northern California Broadcasters Assn. He replaces **RAY V. HAMILTON**, who resigned because of new duties in Universal Broadcasting Co. which removed him from the operations of KSFO San Francisco.

BRIAN SHELLON, manager of CJKL Kirkland Lake, Ont., who recently was discharged from the Canadian Army with rank of major, has been awarded by the Belgian Government the Croix de Guerre with Palm and appointed a Chevalier of the Order of Leopold II.

WALTER HAASE, station manager of WDRC Hartford, Conn., has been appointed to a special public relations committee of Trinity College, Hartford.

DON S. ELIAS, executive director of WWNC Asheville, N. C., for his active interest in promoting commercial aviation, has been awarded an honorary captaincy commission by PCA-Capital airlines.

CARL M. EVERSON, vice president and general manager of WHKC Columbus, Ohio, has been elected a district governor of Rotary International, worldwide service organization, for fiscal year 1946-47. He was one of 158 district governors elected at the Rotary Convention in Atlantic City to supervise Rotary activities in North and South America, Europe, Asia, Africa and islands of the Pacific. He will coordinate activities of 55 Rotary clubs in Ohio.

VAL LAWRENCE, general manager of the Southwest Network and KROD El Paso, has been in New York.

LOUIS LEPROHON, manager of CKSB St. Boniface, Man., is on an extended trip in eastern Canada. He was tendered a luncheon at Toronto Oct. 28 by Wm. Wright, station representative.

F. H. ELPHICKE, manager of CKWX Vancouver, B. C., is in eastern Canada on business and to attend a director's meeting of the Canadian Association of Broadcasters Nov. 4 at Toronto.

JAMES LINCOLN STIRTON, assistant to the vice president, ABC Central Division, is the father of a girl, Pamela, born Oct. 26. It's his second daughter.

First in Birmingham Since 1925

With The Programs Listened To Most!

★ Kaltenborn
★ Bob Hope
★ Fibber McGee & Molly
★ James Melton
★ The Quiz Kids
★ Fred Waring
★ Jack Benny
★ Charlie McCarthy

NBC WBRC BIRMINGHAMS BEST RADIO BUY!

Paul H. Raymer Co., *Representative*

KNOW YOUR BUSINESS!

The question and the plea were discussed repeatedly at the NAB Convention. PROGRAMS are the heart of the broadcast business.

We offer you a proven program analysis system.

Four reasons—good management, stewardship reporting, public relations, and promotion render program accounting as advisable as financial accounting.

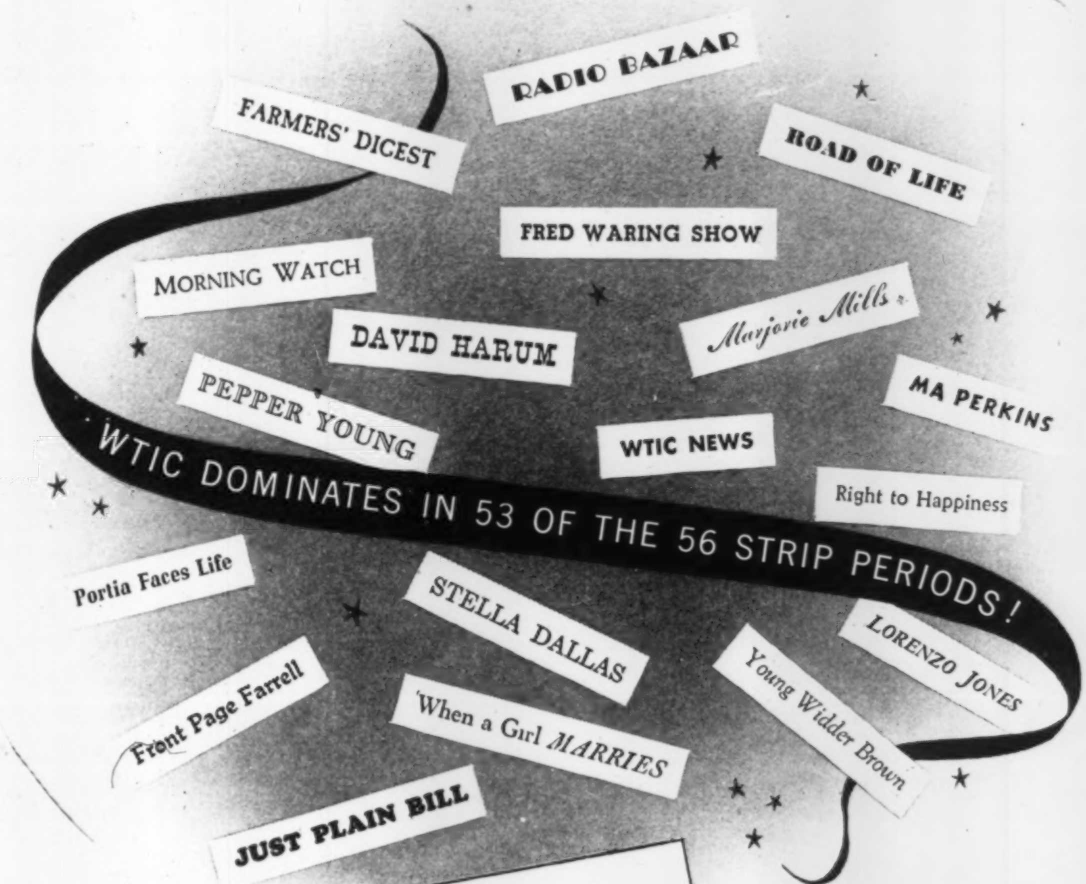
This service includes installation in your station, training of your employees, periodic inspection and certified program audits.

Let's talk it over.

Telephone, wire, write or better, stop in at OUR NEW address.

FRAZIER & PETER
RADIO MANAGEMENT CONSULTANTS
BOND BUILDING—SUITE 622
NATIONAL 2174 WASHINGTON 5, D. C.

FIRST in net weekly audience...


RADIO BAZAAR
FARMERS' DIGEST
ROAD OF LIFE
FRED WARING SHOW
MORNING WATCH
Marjorie Mills
DAVID HARUM
MA PERKINS
PEPPER YOUNG
WTIC NEWS
WTIC DOMINATES IN 53 OF THE 56 STRIP PERIODS!
Right to Happiness
Portia Faces Life
STELLA DALLAS
LORENZO JONES
Front Page Farrell
When a Girl MARRIES
Young Widder Brown
JUST PLAIN BILL

Twice as many families listen to the average WTIC strip sometime during the week as listen on an average day. The size of these unduplicated audiences averages three times those achieved by the "next best" station!

The WTIC net weekly average for all 56 strips is 17.7. The second station's average is 6.2; the third is 5.1.

Because these figures are based on a comprehensive Diary Study recently made by Audiences Surveys Inc., in seven Connecticut counties . . . home of 376,950 radio families, they are convincing proof of WTIC's outstanding dominance in the prosperous SOUTHERN NEW ENGLAND MARKET! Your personal examination of this study is invited. A call to Weed and Company will bring it to your desk.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY
New York, Boston, Chicago, Detroit,
Atlanta, San Francisco and Hollywood

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS

K
C
W
B
K
S
H

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

AGENCIES

RUPERT LUCAS, member of the Hollywood production staff of Young & Rubicam, has been named to supervise the newly-created radio department in the agency's Chicago office.

GEORGE C. McNUTT, vice president, has been appointed general manager and director of media of the San Francisco office of Botsford, Constantine & Gardner. **RODERICK H. MacDONALD** has been transferred to the account executive staff, and **EDWARD S. DENHAM**, formerly of Potts, Turnbull & Holden, Kansas City, has joined the copy staff.

S. J. GANS, formerly with Universal Pictures Co., New York, has joined Levy Adv., Newark, N. J., as copywriter.

MAGDALENE LEHRER, formerly on sales promotion staff, Amos Parrish, New York, has joined Grey Adv., New York to head retailers sales promotion planning service.

JOE MORAN, associate director of radio for Young & Rubicam, New York, is to be speaker at Pacific Council of AAAA's Radio Convention Nov. 6. He will speak on radio commercials.

HOWARD CARRAWAY, freelance announcer-writer-producer in New York, has returned to Fort Worth as partner in Wilson-Carraway Adv. He is former continuity writer at WBAP Fort Worth.

BERNARD BAROL and **JACK L. ISRAEL**, account executives formerly with Abner J. Gelula & Assoc., have formed their own advertising and public relations firm, Barol & Israel Adv., at 1507 Finance Bldg., 1428 S. Penn Sq., Philadelphia.

GEORGIA DUKE, previously with Lennen & Mitchell, New York, in plans and copy divisions, and **WILLIAM S. KOLB**, former copy chief of Gourfain-Cobb Adv., Chicago, have joined the Chicago office of Al Paul Lefton Co.

H. W. (Tim) HANSEN, formerly with Pacific National Adv., Seattle, has joined Knollin Adv., San Francisco, to engage in media work and copy writing.

DORIS O'HALLORAN, former copy chief for the Harry Serwer Adv., has joined Hanly, Hicks & Montgomery, New York, as head of women's copy group.

Mr. Edmonds

ROBERT K. EDMONDS, executive in the Chicago office of Young & Rubicam for five years, has been appointed a vice president.

J. J. DICKELY, former member of the creative staff of Ted Bates Inc., New York, has joined Peck Adv., New York, in same capacity.

WALTON R. GARDNER, formerly with the Rueben H. Donnelly Corp., has joined Decora Inc., Chicago, as account executive and consultant on merchandising and distribution.

EDWARD P. NIELSEN, formerly with Evans Assoc., Chicago, before entering the AAF, has been appointed assistant to the president of Howard Swink Adv., Marion, Ohio.

ROBERT O. DAVIS, vice president of Rhoades & Davis, San Francisco, is the father of a girl.

BERNICE BUSSAT, formerly in the display department, Lerner Shops, New York; **MARILYN GASPARINE**, formerly with Sterling Adv., New York, and **E. L. OSBOURNE** have joined the creative department of Spadea Inc., New York.

CORNWELL JACKSON, vice president of J. Walter Thompson Co., Hollywood, is in New York for seven days of home office general conferences.

TWIN GAVELS mark retirement of Harlow Roberts (l), v-p of Goodkind, Joice & Morgan after two years as president of the Chicago Radio Management Club. Presenting the club's token of appreciation at its regular Wednesday luncheon are Annette Kennelly, Arthur Meyerhoff agency, and club secretary, and Holman Faust, Mitchell-Faust agency, newly elected club president.

LUTHER BANKER, recently separated from Navy, has joined The Tullis Co., Los Angeles, as timebuyer.

JEANNE FRIEDMAN, former fashion coordinator of Billie Gould Inc., New York public relations firm, has joined Hugo Schiebner Adv., Los Angeles, as publicity director. **PHIL LANE**, former manager of Manson-Gold Adv., Hollywood office, has joined agency as account executive.

SERVICES UNLIMITED, Pasadena, Calif., has moved offices to 39 S. Euclid Ave. Telephones are Ryan 1-6852 and Sycamore 2-2824.

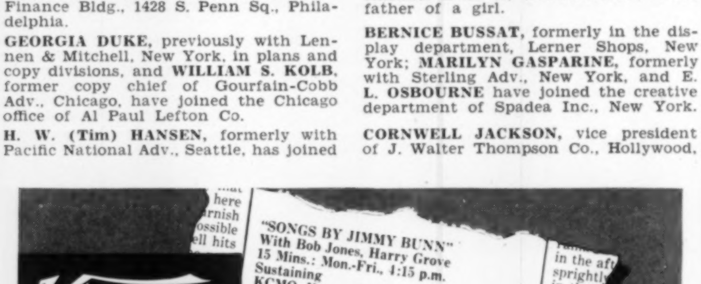
RUTH JOHNSON, office manager and time-spacebuyer of Raymond R. Morgan Co., Hollywood, is in Hawaii on six month vacation. **W. IRVING ARCHER** serves as office manager during her absence.

JACK MELVIN, publicity director of Foote, Cone & Belding, Hollywood, addressed Los Angeles Chamber of Commerce on "Human Interest in Publicity" on Oct. 29.

BOB SEAL, former writer-producer of Ruthrauff & Ryan, Hollywood has shifted to Foote, Cone & Belding, Los Angeles, as radio director of that agency's motion picture division.

AL MacELMURRAY, graduate of the Northwestern U. School of Radio Journalism, has joined the news writing staff of WFAA Dallas.

TO PROMOTE interest in video, Television Productions Inc., Hollywood, has ordered 20 Du Mont receivers to distribute among key Paramount Pictures Corp. executives and commercial prospects, according to Klaus Landsberg, western television director.


VARIETY says.....

"SONGS BY JIMMY BUNN"
With Bob Jones, Harry Grove
15 Mins.: Mon.-Fri., 4:15 p.m.
Sustaining
KCMO, Kansas City

This is a quarter-hour of listening that ranks with anything that radio offers here in the afternoon. Program aims to furnish sprightly vocals, as many songs as possible in the time allotted, and it fairly well hits the mark, a pleasant escape from the soap operas which jam the afternoon nets.

Bunn's voice is in the range of the top pop song singers, his quality is fine, and it's a good bet that he's headed for bigger things. A strapping feller on the Van Johnson format, he has the looks for stage and picture work, and has a background including stage emcee work and a vocal sustainer over NBC which originated at WOW, Omaha.

Mood of this show is kept strictly informal. It's well in keeping with the personable singing. Bob Jones backgrounds at the piano and comes in for his own solo turn once during each show. When caught, the

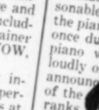
SOMETHING'S HAPPENING AT KCMO!

There's more to a station than power—and the new KCMO-built programs are keeping right up, in audience response, as KCMO towers build toward their 50,000 Watt goal!

Programming to catch the ear of Expanding Mid-America will continue "to happen" at KCMO!

National Representative: John E. Pearson Co.

KCMO



Basic ABC • Kansas City, Mo.

GOING 5000 WATTS

DOING A DOUBLE JOB IN THE MAGIC VALLEY

KTFI

TWIN FALLS · IDAHO

WEED & CO., Representatives

Outstanding Performance Creates Outstanding Radio News Medium In Richest Market of the West

Unity For India?

Moslems Say They'll Join the Coalition Regime

By the Associated Press

NEW DELHI, India, Oct. 13—Moslem League sources said today its working committee had accepted a new offer by Viceroy Lord Wavell for the league to enter the interim national government and participate in drafting a new constitution for India.

However, the same sources said that questions resulting from the failure of negotiations between the League and the Congress party had been placed before the Viceroy. The answer to these questions will be considered by the working committee at an early meeting.

The Viceroy's offer, acceptance of which might break the stalemate that touched off bloody communal riots between Moslems and Hindus, would allot the League five seats in the 14-man interim government. The Congress party would have six seats and three would be allotted to the minorities—the Sikhs, Indian Christians and Parsees

OPTIMISTIC

Mahomed Ali Jinnah, president of the League, informed the Viceroy by letter this morning of the working committee's action, and received a reply late this afternoon. The contents of Wavell's answer was not disclosed, but government quarters as well as League members expressed optimism over the final result of current negotiations.

Jinnah, who has conferred with the Viceroy four times since the negotiations started September 16, was reported to have received a ...-point proposal.

China Fighting

Armies Battle To Control Vital Kalgan Area

By the Associated Press

PEIPING, Oct. 13—A series of fierce battles was reported in progress today along the railway southeast of Kalgan as national government troops fought to reopen the line from Peiping to Kalgan and the Communists battled to maintain a corridor linking their forces in Jehol province and China proper.

General Fu Tso-yi's victorious government troops, who took Kalgan Friday, streamed southeastward in pursuit of Communists who retreated down the railway.

Unconfirmed pro-government reports from the field said Fu's men had captured the burning city of Hsiahwayuan, 30 miles southeast of Kalgan, but still were battling for Hsuanhwa, 17 miles southeast of Kalgan.

The main Communist effort, however, was apparently concentrated at Hwailai, 80 miles southeast of Kalgan and 30 miles northwest of Peiping. For nearly three weeks the Communists there have been opposing a strong government drive from Peiping. The town is reported to have changed hands repeatedly, with its present status in doubt.

KALGAN BURNED

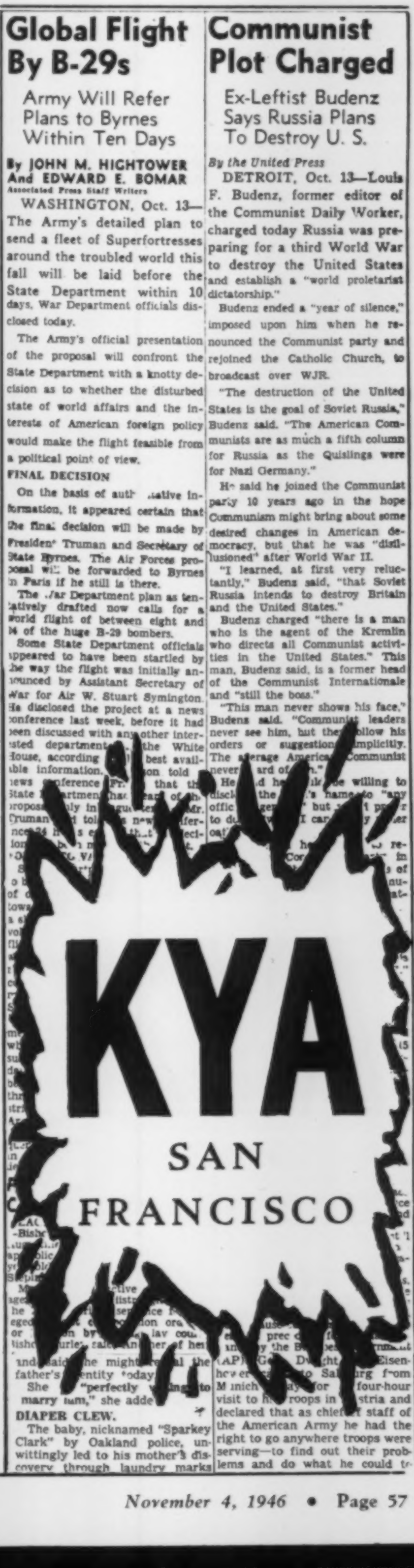
The government had announced that the fate of Kalgan hung on the Hwailai drive, but while it was stalled, General Fu marched into Kalgan from the north, unopposed.

FIRST IN NEWS

because KYA has the foremost independent station news bureau in America, bolstered by the local editorial staff of the San Francisco Chronicle and the services of all three major news wires — United Press, Associated Press and International News Service.

CONSISTENTLY RISING IN HOOPER RATINGS, KYA TIME-CLOCKED NEWS* . . . month after month continues to score more news beats than any other station in Northern California. Because each newscast is sparkling fresh, brilliantly edited and voiced by outstanding newscasters, Northern California turns to KYA for the news nineteen times a day . . . on the hour every hour.

For participations in Time-Clocked Newscasts, consult ADAM J. YOUNG Jr. Inc., national representative, New York and Chicago.



Global Flight By B-29s

Army Will Refer Plans to Byrnes Within Ten Days

By **JOHN M. HIGHTOWER And EDWARD E. BOMAR**
Associated Press Staff Writers

WASHINGTON, Oct. 13—The Army's detailed plan to send a fleet of Superfortresses around the troubled world this fall will be laid before the State Department within 10 days, War Department officials disclosed today.

The Army's official presentation of the proposal will confront the State Department with a knotty decision as to whether the disturbed state of world affairs and the interests of American foreign policy would make the flight feasible from a political point of view.

FINAL DECISION

On the basis of authoritative information, it appeared certain that the final decision will be made by President Truman and Secretary of State Byrnes. The Air Forces proposal will be forwarded to Byrnes in Paris if he still is there.

The War Department plan as tentatively drafted now calls for a world flight of between eight and 14 of the huge B-29 bombers.

Some State Department officials appeared to have been startled by the way the flight was initially announced by Assistant Secretary of War for Air W. Stuart Symington. He disclosed the project at a news conference last week, before it had been discussed with any other interested department ...

Communist Plot Charged

Ex-Leftist Budenz Says Russia Plans To Destroy U. S.

By the United Press

DETROIT, Oct. 13—Louis F. Budenz, former editor of the Communist Daily Worker, charged today Russia was preparing for a third World War to destroy the United States and establish a "world proletarist dictatorship."

Budenz ended a "year of silence," imposed upon him when he renounced the Communist party and rejoined the Catholic Church, to broadcast over WJR.

"The destruction of the United States is the goal of Soviet Russia," Budenz said. "The American Communists are as much a fifth column for Russia as the Quislings were for Nazi Germany."

He said he joined the Communist party 10 years ago in the hope Communism might bring about some desired changes in American democracy, but that he was "disillusioned" after World War II.

"I learned, at first very reluctantly," Budenz said, "that Soviet Russia intends to destroy Britain and the United States."

Budenz charged "there is a man who is the agent of the Kremlin who directs all Communist activities in the United States." This man, Budenz said, is a former head of the Communist Internationale and "still the boss."

"This man never shows his face," Budens said. ...

KYA

SAN FRANCISCO

Only ZBM Covers Bermuda

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and whose 38,000 * folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—

This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attests Bermuda's interest in your product. Write or wire Cole E. Wylie, Mgr.

* Including Kindley Field and U. S. Naval Base.

Only
ZBM
250 WATTS
Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR
United States
HORACE STOVIN
Canada

COMMERCIAL

HARRY F. ALBRECHT, sales member of WLW Cincinnati, has been appointed sales manager of the WLW sales office in Chicago, succeeding **WILLIAM ROBINSON**, now sales manager of WINS New York. Formerly in Chicago radio and with WLW since fall of 1944, Mr. Albrecht for 14 years handled sales work and campaigns for Western United Gas and Electric Co.

HAL CHASE Jr., former public relations manager of Kaiser Co., Portland, has joined KONP Port Angeles, Wash., as commercial manager.

Mr. Fuerst

GEORGE FUERST, former account executive of KJBS San Francisco and in radio since 1930, has been appointed sales and sales promotion manager of KTMS Santa Barbara, Calif. With Mr. Fuerst assuming sales responsibility, **KEN PETERS** takes over as program director and assistant to **CHARLES A. STORKE**, general manager. **FRANK B. WELTMER**, former program director and assistant manager of KTMS, has shifted to Santa Maria, Calif., and been placed in charge of KCOY, new 250 w station on 1400 kc now under construction. Licensee is New Press Publishing Co., which also operates KTMS.

PAUL MULVIHILL, commercial manager of CKGB Timmins, Ont., has been transferred to the Toronto office of National Broadcast Sales and Northern Broadcasting & Publishing Co., where he will be in charge of sales promotion.

HARRY EDGAR, formerly of CKWS Kingston, has been appointed commercial manager of CKGB Timmins, Ont.

ALBERT B. GALE and **ROBERT H. TRUMP** have been added to the sales staff of WISN Milwaukee. Mr. Gale is former station manager of WOMT Manitowoc, Wis. Mr. Trump, Army veteran, was in service three years, has just received his degree from Iowa Wesleyan College.

WFOX Milwaukee has appointed Joseph Hershey McGillvra Inc. as exclusive national representative.

KERMIT ASHBY, former promotion director, is now commercial manager of KVOP Plainview, Tex.

JOE BADGER, member of the sales staff of WKXL Concord, N. H., Nov. 16 is to marry Elizabeth Lynn Lemont.

JIM BROWN Jr. has joined sales staff of KHUB Watsonville, Calif.

Frost Is Elevated To New NBC Post

Tighter Operations Are Sought In Personnel Shifts

ELEVATION of Lewis S. Frost to fulltime duty as assistant to Western Division vice president topped list of six personnel shifts effective Nov. 1, according to Sidney N. Strotz, NBC Western Division vice president. Tighter network and regional operations are the intended effect, it was said.

Other shifts involved Robert V. Brown, assistant program manager of Western Division since May, 1946, who assumes fulltime duty of program manager. Wendell H. Williams, NBC San Francisco program manager, moves to Hollywood as assistant program manager and manager of program package sales. He holds latter capacity until return of Alex Robb, now on sick leave. Harry Bubeck, NBC Chicago production director, shifts to San Francisco as program manager. Robert E. Howard, Western Division manager of national spot sales, is elevated to Network Sales Dept. Lathrop Mack, NBC New York national spot sales department, takes over as manager of Western Division national spot sales.

1,500,000 Radio Units Listed for September

RADIO set shipments totaled 1,500,000 units in September, according to the monthly report by John D. Small, Civilian Production Administrator. The figure compares with production of 1,323,291 by member companies of the Radio Manufacturers Assn., comprising 90% of the industry [BROADCASTING, Oct. 28].

CPA said the September shipments were 12% under August's figure of 1,700,000 but 36% above the 1,100,000 sets produced monthly in the 1940-41 period. Of the September shipments 83% were table models 9% consoles and 8% auto radios.

Frank Vincent

FRANK VINCENT, 64, head of Hollywood talent service bearing his name, died Oct. 27 at St. John's hospital there. He founded his talent agency in 1932 and previously had served as vice president of RKO vaudeville vircuit. Surviving is Mrs. Lorraine Goodrich, a daughter.

4,000 MORE—That's Watt!
AND WHAT'S MORE?
467,810
MORE RADIO FAMILIES
will listen when WHBC goes 5,000 soon.

There's a backlog of purchasing power in this market as Canton banks report an all-time high in savings. Deposits have increased from $47,651,389 to
$50,980,879
for the first nine months of this year.

These are $igns of the Time$ and time to sign your campaign with WHBC for results.

5000
WATTS
SOON!

whbc
BASIC STATION MUTUAL NETWORK
represented by RAMBEAU
your good neighbor in
CANTON, OHIO
always a busy city

ALLIED ARTS

BOB LONGENECKER, formerly of Du Mont Television, New York, has joined Sam Jaffee Agency, Hollywood talent service, as head of newly organized radio and television department.

H. N. STOVIN Co., Toronto, station representative, is starting a program production service at the Montreal office with **HARRY W. JUNKIN**, formerly of the radio department of Cockfield Brown & Co., Montreal, as service manager. Office will be in Keefer Bldg., Montreal. Aim of production service is to bring more advertisers into radio by finding proper programs for advertiser's commercial message. Service also will be available to advertising agencies which have no facilities for radio production. Later program production service will be added to the Toronto and Winnipeg offices of the company.

JAY STANWYCK, former report editor with the Cooperative Analysis of Broadcasting, has joined the Advertising Research Foundation's technical staff as assistant to **Dr. D. B. LUCAS**, technical director of the Foundation.

ARTHUR SIMON of Inter-American Research Service, New York, is to leave for Rio de Janiero to establish an office for that organization. He is veteran marketer and advertising researcher.

MURRAY BAKER, with Burke & Van Huesen for three years and before that for 10 years professional manager of Robbins Music Corp., has been appointed general professional manager of the latter firm.

DOROTHY E. MILLER, released from the Marine Corps Women's Reserve as a major, has been named public relations director for Electronic Network, Muzak franchise holder affiliated in management with KFEL Denver. Before the war she was with The Cowles Stations and WGN Chicago.

SAM ELKIND, former AFRS program director in Japan, is now account executive with Reilly & Kushins, package production firm in San Francisco.

C. D. EVERHART, Philadelphia script writer and former member of the editorial staff of the Germantown (Pa.) Courier, has joined the press and radio relations staff of Harvey-Wilder Assoc., Philadelphia. He is Army veteran.

Westinghouse Income

WESTINGHOUSE Electric Corp. last week announced that production for the third quarter of this year exceeded any peacetime rate prior to late 1941. Net sales during this period amounted to $100,716,520 with an operating loss reported by the company of $12,160,204. However, after adjustments were made from tax carry-back and from reserves, net income for the quarter was $2,854,553.

A GOOD TIP FROM A GOOD NEIGHBOR
It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.
MEXICO
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 . MEXICO, D. F.

ky fm

A clear, new Voice for the sales-rich San Antonio Area.

On the AIR

SAN ANTONIO'S *First* fm STATION

101.5 MEGACYCLES
FM CHANNEL 268

Operating on
Temporary Low Power

kyfm

Owned and Operated by

San Antonio Express
SAN ANTONIO EVENING NEWS

WINN
Louisville

AMERICAN
WINN
BROADCASTING COMPANY
•
Represented by
BROADCAST SALES COMPANY
New York & Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE General Manager

PROMOTION

TO GET its latest juvenile program, "The Sky King" off to a flying start, ABC's Central Division promotion department has printed 10,000 four-page folders for distribution in Chicago public schools. "Sky King," sponsored by Swift Packing Co. (Peter Pan Peanut Butter) which made its debut over ABC Oct. 28, is following the Bing Crosby precedent by being transcribed daily for broadcast at 5:15-30 p.m. in all time zones. Three repeat broadcasts are necessary for this type of operation. The program also offers 25 Huffman bicycles, 25 Gruen wrist watches, 25 Philco radios, 25 Don Budge tennis rackets, 25 Univex candid cameras and 100 Wear-ever pen and pencil sets in a special letter-writing contest which will continue for four weeks. Needham, Louis & Brorby, Chicago, is Swift agency.

KECA House Organ

DISTRIBUTED to 2,000 Los Angeles area retail druggists and grocers is new monthly house organ, The KECA Condenser, outlining news of radio campaigns on all networks. Prepared by ABC Hollywood promotion department, paper also contains picture of local retailer in each issue, as well as list of companies using KECA Hollywood facilities.

Technical News

KVOA Tuscon, Ariz., has started publishing a house organ, KVOA Transmitter, presenting news of interest to radio technicians. Club activities, personals, classifieds and technical stories are to be presented.

Sends Rate Card

A GOLD envelope with a key ring attached and holding "ABC's Seven Keys to America's Great Markets" has been sent by the network to time buyers throughout the country. Envelopes contain current rate cards for ABC's seven key stations, WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles, KGO San Francisco, WMAL Washington and the American Pacific network. Cover names station, operating power and frequency, while the inside pages list rates. Back cover is given to participating programs and general information. Rate cards are designed according to plans formulated by the NAB Rate Card Committee.

Promotion Personnel

MARTIN BURKE, former news manager, has been named sales promotion manager of WWL New Orleans. He succeeds **TOM HOLBROOK** who is conducting "Sports Star" program and other shows for Maison Blanche Dept. Store and Robert Kottwitz Jr. Agency.

CARL DUNBAR, former classified advertising manager of the New Orleans Item, has been named national advertising manager of The Southwest Network. Affiliates are KROD KSIL KAVE and new station under construction in Odessa, Tex.

BETTE CHAPMAN BALCH, formerly with the Kilgore (Tex.) News Herald, has joined publicity staff of WFAA Dallas.

JOHN LUCAS, formerly of Gilmore Oil Co., Los Angeles, has joined ABC Hollywood sales promotion department as copy writer. He replaces **JOAN SHELLY** who has resigned to be married to Robert Lilligren.

SUMNER FELLMAN, director of publicity and promotion, WKXL Concord, N. H., Nov. 24 is to marry Shirley Cohen.

HARRY FEENEY, member of CBS press department, is the father of a boy born Oct. 28.

Eggs to You

A HALF-DOZEN eggs have been sent to members of the trade press as a gift from WJZ New York and Ray Knight's rooster. Admitting a close family connection with the eggs, the rooster called attention to the "Name the Rooster Contest" which was being conducted on the "Good Morning — It's Knight" program on WJZ. Grand prize for contest which ended Oct. 31 is 10-day trip to Bermuda with all expenses paid.

Veterans Contest

VETERANS script-writing contest is being sponsored by WNEW New York in cooperation with the American Theatre Wing. Prizes of $300, $150 and $50 will go to the veterans writing the three best 15-minute radio scripts inspired by the title of the new Samuel Goldwyn film, "The Best Years of Our Lives." Scripts are to be submitted on or before Dec. 4 and the winning script will be dramatized on WNEW on a special program Dec. 16 with all veteran talent participating.

Gourd Exhibit

WTMJ Milwaukee, whose morning m.c. Gordon Thomas last spring offered gourd seeds to listeners and promoted gourd growing and craft-work on his show, has staged a gourd harvest exhibition. Using studios for exhibit, event featured some 677 entries in various divisions. Prizes were awarded for largest gourd and for best articles made from gourds. Display was open to public.

WEEK Blotter

MODIFICATION of usual calendar-blotter was employed last week by WEEK, new Peoria, Ill., station. Showing October-November calendar, current (last) week was encircled in red crayon. Copy read: "Make this WEEK memorable. Don't let it pass without learning how a planned radio campaign on WEEK can increase your business profitably . . ." Station is under construction.

WBIG Book Matches

BOOK MATCHES are being distributed to the trade by WBIG Greensboro, N. C. Copy slant: "Though modest in size We'reBIG in service." Station's representative, George P. Hollingbery Co., also is identified.

WGL Before Clubs

TO BETTER acquaint people of Fort Wayne with radio operations, several department heads of WGL that city have been making appearances before local, fraternal and religious groups. The club "Radio Nights" are in program form.

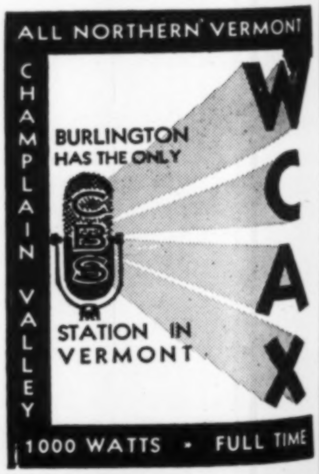
Al Bland Show Boosted

MULTI-COLORED, caricature-styled booklet has been mailed by KMOX St. Louis to advertise only remaining availability on "The Blandwagon" show, variety feature aired daily. Employing record format, program is conducted by Al Bland.

KPAC

MBS

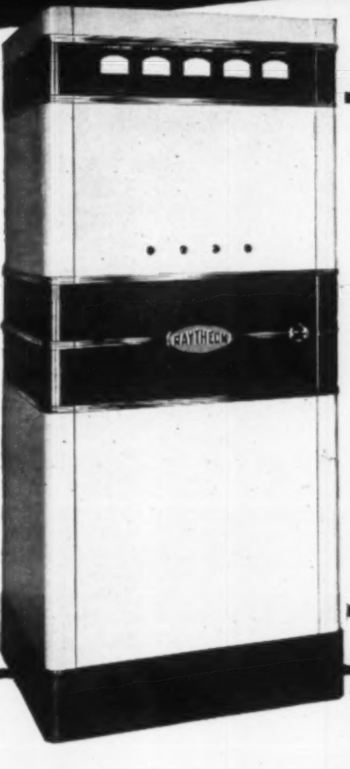
BMB



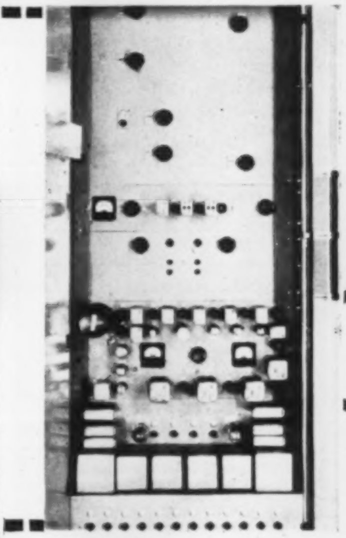
RAYTHEON'S 250 WATT FM TRANSMITTER

INCORPORATING THE NEW

Cascade PHASE SHIFT MODULATION



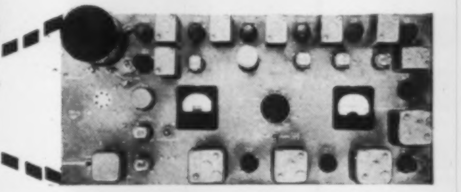
250 Watt FM Transmitter, also standard exciter unit for all higher power.



Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an *inherently* lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. *Place YOUR order now for Fall delivery.*



Above—Complete Cascade Phase Shift Modulator, Left—Front control panel of Transmitter.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES . . . ONLY RAYTHEON CAN GIVE THEM TO YOU

1. **Simplified circuit design** thru the *Cascade* system gives stability and efficiency to Raytheon FM.
2. **Direct Crystal Control,** independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.
3. **An inherently lower noise level** is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.
4. **Very low harmonic distortion**—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.
5. **Conservatively operated circuits** prolong tube life—prevent program interruptions.
6. **No expensive special tubes.** The modulator unit uses only inexpensive receiver type tubes of proven reliability.
7. **Unit construction.** There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.
8. **Simple, very fast tuning.** Circuit can be completely tuned up in two or three minutes without external measuring instruments.
9. **Lasting economy.** Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.
10. **Easy to service.** Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON
Excellence in Electronics

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

A RIFLE Did This Job

In WICHITA
you can do a
Real Selling Job
with

KANS

NBC in Wichita

aimed like a rifle
at the
Purchasing
Power of
KANSAS'
No. 1 Market

Represented by

TAYLOR-HOWE-SNOWDEN
Radio Sales

New York • Chicago
Dallas • Amarillo • Seattle
San Francisco • Los Angeles

SPONSORS

42 PRODUCTS Ltd., Los Angeles (42 Oil Shampoo), Dec. 18 starts George Fisher's "Hollywood Whispers" on 13 ABC Pacific stations, Mon. through Fri. 2:25-2:30 p.m. (PST). Contract is for 52 weeks. Agency is Brisacher, Van Norden & Staff, Los Angeles.

QUARRIE Corp., Chicago, publisher of World Book Encyclopedia, a subsidiary of Marshall Field Inc., has named Henri, Hurst & McDonald, that city, as agency. Following national survey plans for extensive campaign will be prepared.

NORTHERN ELECTRIC Co., Montreal (electrical appliances, radio receivers) has started recorded delayed broadcasts of its weekly Dominion network program "Northern Electric Hour" on 14 stations throughout Canada, with delayed program being aired 10 to 15 days after regular broadcast. Agency is Harry E. Foster Agencies, Toronto.

BOOK - OF - THE - MONTH CLUB, New York, which two weeks ago announced it would discontinue sponsorship of the "Author Meets the Critics" program on WQXR New York, has decided to renew the program for 13 weeks effective Nov. 21. Program is heard on WQXR Thurs. 9:30-10 p.m. and is transcribed for rebroadcast Sun. 2:30-3 p.m. Agency is Schwab & Beatty, New York.

FALA SPORTSWEAR New York (manfacturer of blouses, playsuits and gym suits and Playgirl, Inc., merchandise) has appointed Seidel Adv. to handle advertising. Media plans may include radio.

LAWRENCE Labs., Brooklyn, N. Y. (Sulfoam Shampoo), has placed advertising account with J. M. Korn & Co., Philadelphia.

SHERRY-DUNN, Hollywood (perfumes, colognes), has appointed Abbott Kimball Co., Los Angeles, to handle national advertising.

BADGE signifying honorary status as game warden for State of Illinois is pinned upon France Laux (l), KXOK St. Louis sportscaster, by Milford M. Pittman, supervisor of education and public relations of Illinois Conservation Commission. Mr. Laux has started new KXOK program, *The Ill-Mo Hunting and Fishing Club*, in conjunction with the conservation divisions of Illinois and Missouri.

CBS Talk Series

A NEW network show called *You and Alcohol* Nov. 12 starts a 13 week series on CBS, Tues. 6:15-6:30 p.m. Show will feature talks on the subject delivered by prominent speakers.

WSGN
"Superior Coverage"
"Listener Acceptance"
"Top Daytime Shows"

Rx for Lagging Sales

Combine these three factors and you see why WSGN produces such outstanding sales results . . . To dominate this rich market always buy Alabama's leading station — WSGN.

ALABAMA'S BEST BUY FAR!

WSGN

AMERICAN BROADCASTING COMPANY

THE NEWS-AGE-HERALD STATION

Represented Nationally by Headley-Reed

NEWS

DONALD G. LERCH Jr., former WEAF New York agricultural director, has joined CBS in same capacity. In addition Mr. Lerch takes over as editor of network's "Country Journal" program, Sat. 2-2:30 p. m., making his initial broadcast this month. Mr. Lerch was affiliated with U. S. Department of Agriculture during war and prior to that was agricultural director for KDKA Pittsburgh.

ROD SWIFT, news announcer at WSYR Syracuse, N. Y., is the father of a girl, Alison.

LARRY GRANT, network special announcer before Army service and during the war on Pacific edition staff of Stars and Stripes, has been named chief newscaster and production man at KPOA Honolulu.

HUGH MUNCY, farm director of KXEL Waterloo, Iowa, is the father of a girl, Martha Ellen.

BEVERLY GARDNER, ABC Hollywood newsroom writer, and Dr. Jackson S. Mense are to be married in Los Angeles on Nov. 9.

BOB GARRED, CBS Hollywood newscaster, has been signed for Columbia Pictures Corp. sports short narration.

BERT BUZZINI of the KQW San Francisco news staff has been elected to the executive board of the San Francisco unit of **AFRA**.

WASHINGTON NEWS broadcasts of WLW Cincinnati-WINS New York now will originate through WWDC Washington. Previously direct-line feeds to WLW were handled through WRC-NBC in the Capital but with acquisition of WINS Crosley Broadcasting Corp. officials have sought independent facilities. Arrangements for new set up were made by **BEN STROUSE**, WWDC general manager, while stopping over in Cincinnati while enroute from NAB Convention. **GIL KINGSBURY**, head of the WLW-WINS bureau in Washington, is heard in nightly commentary on WLW at 6:25 p.m. and on WINS at 7:15 p.m.

Du Pont Stock

E. I. DU PONT de Nemours & Co. Inc., Wilmington, Delaware, as of Sept. 30, 1946, was owned by 87,622 holders of common and preferred stock, the company has reported. Including 73,428 holders of common stock and 18,360 holders of preferred, the total eliminates duplications of stockholders holding both classes of security. The third quarter figures compare with 87,732 for the second quarter of 1946, and 87,770 for the third quarter of last year.

An All-Time Favorite

YOURS
(Quiereme Mucho)

Published by
EDWARD B. MARKS MUSIC CORP.
* * *
Performance Rights
Licensed Through
BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

"...660
on your dial"

Since the days of crystal sets, W, E, A and F have been call letters of the station which now becomes WNBC.

WNBC has had a distinguished career since it went on the air, August 16, 1922. Its power then was 500 watts—and a modest number of fans listened with earphones clamped on their heads. Now its power is a full 50,000 watts—and literally millions hear the greatest shows in radio.

"This is NBC . . . The National Broadcasting Company"

In 1926 WEAF was purchased by the Radio Corporation of America, and incorporated by its parent company under the name of the National Broadcasting Company, Inc. It became the first station of America's Number One Network —Number One in length of service, and Number One in listener popularity through all the twenty years since its founding.

". . . to provide the best programs"

In announcing the operation of WEAF by NBC, promises were made:

". . . . the purpose will be . . . to provide the best programs available for broadcasting in the United States."

". . . the new broadcasting company will be an instrument of great public service."

For two decades, the American radio audience has associated the fulfillment of these ideals with NBC programs.

Now it is fitting that the first station of NBC is made standard-bearer in name as in performance.

"You are tuned to 660 . . ."

Today, circumstances have made it possible more surely to identify a great station with a great network. Now, after the famous three chimes that are the signal for NBC programs, listeners will hear the obviously right name for the first of 152 stations broadcasting them: "You are tuned to 660 . . . WNBC . . . the National Broadcasting Company in New York."

WEAF *becomes* WNBC

November 2, 1946, marks a new identification for a great station.

For more than 24 years, the name of that station has been WEAF.

Now WEAF becomes WNBC . . . to help the radio audience identify more easily, more quickly the source of great NBC programs.

It's WNBC for the greatest shows in radio . . . and where they're heard—at 660 on the listener's dial.

WNBC

FORMERLY WEAF • NEW YORK

REPRESENTED BY NBC SPOT SALES | 50,000 W.

CONTROL!

Only MOTION PICTURES give you Control— Showmanship Control —vital on TELEVISION programs

Q. What guarantees perfect lighting—absolute focus—flawless dialogue?
A. *FILM!*
Q. What makes possible repeat performances of universal quality—identical selling messages—selective marketing?
A. *FILM!*
Q. What eliminates costly rehearsals—telephone line charges—time zone differentials?
A. *FILM!*

In TELEVISION...FILM removes the question mark!

Now available for sponsorship . . . exclusive Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION

TELEVISION RKO CORPORATION

Dept. BG10, 1270 Avenue of the Americas, N. Y. 20, N. Y.

A Radio-Keith-Orpheum Corporation Subsidiary

Copyright U. S. Pat. Off.

PROGRAMS

ADDED TALENT for Elgin National Watch Co., Elgin, Ill., two hour Thanksgiving program announced October 22 includes Peter Lind Hayes, Burl Ives, Vera Vague and the Charioteers. New names added to Christmas program roster include Ginny Simms and Victor Borge. As previously announced, both shows (CBS, 4-6 p.m. EST) will have Don Ameche as m.c. and Ken Carpenter announcer. Agency is J. Walter Thompson Co., Hollywood.

'Knowledge in Action' Series

TITLE of new 52-week series started by KFEL Denver in cooperation with U. of Denver and Rocky Mountain Radio Council is "Knowledge in Action." Each program dramatizes some phase of the effect on civilization of the knowledge gained in university laboratories and class rooms throughout the world. Research is being conducted by National Opinion Research Center.

New Sports Schedule

SPORTS across the board is pattern of six-weekly hour long broadcasts announced by KLAC Hollywood and started Oct. 30. Featuring Sam Balter, sports editor, schedule calls for boxing Monday and Tuesday; ice hockey, Wednesday, Friday and Saturday and basketball, Thursday. Only portion of events covered will be heard but they will be last period in hockey and basketball, main event in boxing.

Swindles Exposed

RACKETS are exposed by new quarter-hour program on CBC Trans-Canada network. Bob Kesten, Toronto, recently out of the Canadian Army, directs program which deals with swindles in connection with home buying and building and investments of gratuities by war veterans, and tricks practiced on people who want to supplement small incomes. Program is in conjunction with Toronto Better Business Bureau.

History of Professions

CJOR Vancouver, B. C., has started a series of 13 dramatized public interest programs dealing with the history and background of the leading professions. The first four broadcasts deal with the legal profession. Series is called "The March of Progress," is written and produced by Dick Diespecker, program director.

Students Take Over

STUDENTS of the Radio Society of the U. of British Columbia, took over the operation of CKWX Vancouver last week for one day to raise funds for the war memorial gymnasium of the university. Students took over biggest portion of announcing assignments, appointed their own production manager, installed their own switchboard operator at reception desk.

Workshop Resumed

SUSPENDED in 1942 because of the war, KROW Oakland has resumed "Radio Workshop," a weekly program of the associated students of St. Mary's College. Programs consist of news of the college, sports features and interviews with members of the faculty, administration and student body. Also heard is the St. Mary's College Glee Club.

High School Sessions

TEEN-AGE slant is twist of "High Time" on KGFJ Hollywood. With Ted Lenz as m.c., weekly half hour features music recorded at Tommy Dorsey's ballroom utilizing bands playing there. High school editors are interviewed during show.

Symphony Preview

SYMPHONY previews are presented on KSD St. Louis by Frank Eschen during current season. Mr. Eschen is station's special events director. Series of weekly broadcasts features program summaries and notes on artists.

Talent Showcase

DEVELOPING LOCAL talent, with prizes offered by a local sponsor, is latest in talent promotion programs on CJCA Edmonton. Local store of Henry Birks & Sons (jewelry chain), is sponsoring "Birks Musical Awards," a weekly half-hour program for youthful artists 21 years of age or under. Six prizes totalling $525 are offered to those judged best in a 26 week series of broadcasts.

Student Interviews

FIVE UNIVERSITY students will be interviewed weekly on a new program on CKEY Toronto, called "Campus Call." With over 17,000 students and faculty members of the U. of Toronto to draw on, half-hour program is produced in conjunction with the undergraduate daily newspaper "Varsity."

Students on CKMO

STUDENTS of the U. of British Columbia are conducting weekly full-hour dramatic features on CKMO Vancouver, B. C., followed by a roundtable discussion on current affairs. Programs are carried by CKMO in conjunction with the university's Radio Society.

Block Music

CHUM Toronto has started four-hour afternoon period of semi-classical recorded music, catering to the likes of native-born as well as foreign-born Canadians. Programs are sponsored in half-hour and quarter-hour sections.

Racial Relations

AS PRELIMINARY to opening in Portland, Ore., of city-wide civic unity conference, KEX Portland Oct. 24 aired a racial relations forum.

AAF Band Serenades

SERIES of "United Nations Serenade" programs have been scheduled by AAF Band on MBS, Mon. through Fri. 1:30-1:45 p.m.

WEST TEXAS
Where Listener Loyalty is a Reality—

KRBC *Abilene* * 16

KBST *Big Spring* * 5 (a)

KGKL *San Angelo* * 13

* Indicates the number of counties in which the BMB reports show West Texas Network stations have a daytime audience of 10% or more.

(a) (Now 250 Watts.)

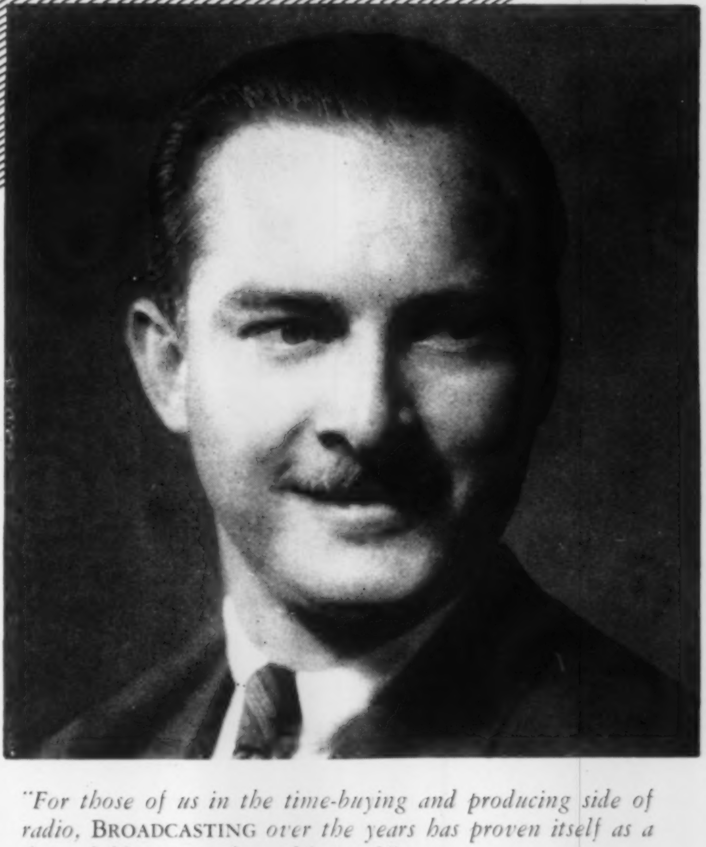
For details see
JOHN E. PEARSON CO.

Basic with Buyers

*"*BROADCASTING *Magazine has always played an important role in the radio industry. Its news stories are always thorough and most reliable."*

A. Craig Smith, Vice President
Sales and Advertising
Gillette Safety Razor Company

BROADCASTING's growth has been synonymous with radio development itself during the last fifteen years. Pioneer broadcasting business journal, it has consistently excelled in news volume covering mass radio media—AM, FM, television and facsimile—as the reliable, authentic, complete weekly newsmagazine. Nine independent surveys in nine years have voted BROADCASTING the overwhelming favorite news medium of men in the business of broadcasting.



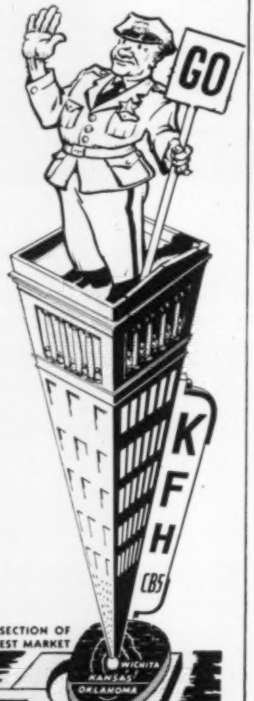
"For those of us in the time-buying and producing side of radio, BROADCASTING *over the years has proven itself as a dependable, newsy, factual journal."*

Ed Wilhelm, Time Buyer
Maxon, Incorporated

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

WICHITA'S SAFE!



With fanfare, horn tootin' and all the trimmings, the National Safety Council Traffic Award was presented to Wichita. That means Wichita is the safest metropolis in which you can drive, walk or ride.

Wichita has always been known as a "safe" place to invest your advertising dollar, especially when you use KFH, that Selling Station for the Southwest.

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH

WICHITA

CBS . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

IN CHATTANOOGA

THE OUTSTANDING STATION FOR 21 YEARS HAS BEEN

WDOD

first in ADVERTISING LISTENER ACCEPTANCE PUBLIC SERVICE

CBS

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

AT RECEPTION following debut of James Melton on International Harvester Co.'s *Harvest of Stars*, handled by McCann-Erickson over NBC are (l to r): Larry Evans, Columbia Concerts; Galn Heisch, McCann-Erickson director of show; Mr. Melton; Walter Krause, McCann-Erickson Chicago vice president and account executive on International Harvester; Russ Johnston, McCann-Erickson vice president in charge of radio production; Lloyd Coulter, McCann-Erickson, vice president in charge of radio; Carl Robbins, McCann-Erickson executive vice president, and James Martin, NBC network sales.

RADIO IS PRAISED FOR AID TO ARMY

"THE RADIO industry deserves a pat on the back for its fine public spirit and magnificent cooperation in the campaign to recruit the postwar Army." Col. William M. Wright Jr., told BROADCASTING last week. Colonel Wright is chief of the publicity bureau for Army recruiting, in charge of all advertising.

"Although it is not possible directly to attribute results to any one medium," he said, "the fluid, far-reaching medium of radio has greatly aided in our reaching the goal of a million men."

Of the $5,000,000 advertising budget approved by Congress for Army recruiting, radio's share is 20%.

"The million men we have, though," Colonel Wright said, "is just the beginning. We need an average of 40,000 a month. For the whole year we have averaged 20,000 recruits a week, due in large measure to our advertising."

Army recruiting is now sponsoring the Army football games on ABC Saturday on Eastern time, with Harry Wismer, and the game of the week on Mutual, Central Time, with Ted Husing. Regular live weekly Army programs on the networks include: *Sound Off*, with Mark Warnow's Orchestra, Lynne Murray Chorus and guest star on Mutual, Thursday, 8:30 p.m.; *Warriors of Peace*, a dramatic program, on ABC, Sunday, 2-2:30 p.m.

The Army is also presenting the transcribed *Proudly We Hail*, featuring Hollywood movie stars. The show is now heard on some 700 stations. Through The Advertising Council, public service spot announcements are allocated to the network programs on behalf of Army recruiting.

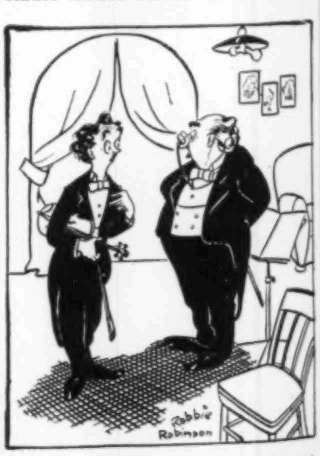
ROBERT McANDREWS and Frank Barton, NBC Western Division advertising and promotion manager and chief announcer, respectively, have been elected directors of Southern California Unit of St. Mary's College Alumni Assn.

'Ballroom' Case Settled

AL JARVIS, originator and m.c. of *Make Believe Ballroom*, has agreed to dismiss his complaint against KFWB Hollywood, and station has agreed not to use the title in any of its programs, attorneys for Mr. Jarvis has announced. Mr. Jarvis had entered a $1,000,000 suit against Harry Maizlish, general manager of KFWB, and Warner Bros. Broadcasting Corp., licensee [BROADCASTING, March 11]. KMTR Hollywood had acquired the program.

Mrs. Lewis to Speak

MRS. DOROTHY LEWIS, NAB Coordinator of Listener Activities, will serve as chairman and keynote speaker of a forum on "Women's Role in American Radio" to be held Nov. 8 at the U. of Texas Radio House in Austin. Thomas Rishworth, director of Radio House; Violet Short of KTSA San Antonio and Frances Helm of KGKO Fort Worth will participate in a panel discussion, to be followed by a demonstration broadcast by Radio House students.



"I won't be really appreciated until WFDF Flint puts me on FM."

AAAA Members Reach Top Total

Affiliated Agencies Now 185 Gamble Tells Board

AT A NEWS conference last week following the regular meeting of the board of directors of the American Assn. of Advertising Agencies, President Fred Gamble said that "the present membership of 185 agencies is the largest in the history of the Association."

Discussing action taken by the board during its recent session, Mr. Gamble stated that the proposed new contract for spot broadcasting was presented to the AAAA board and approved. The contract will be submitted to NAB for approval. However, Mr. Gamble declined to release newly approved provisions of the contract because "the NAB may turn it down."

The Association president said that the board had also voted to continue the $36,000 subsidy to the National Advertising Council for another year.

The 1946 eastern annual conference of the AAAA will be held under sponsorship of the New York Council on Nov. 18 at the Waldorf-Astoria. Panels will be held throughout the day, and an evening banquet will feature *Time-Life-Fortune* Editor Henry Luce in an address on U. S. foreign policy. CBS will furnish entertainment for the meeting, presenting Hildegard and the Paul Baron Orchestra, Phil Spitalny and his 52-girl *Hour of Charm* Orchestra, and **Arthur Godfrey** as m. c.

The board of directors will hold its 1947 annual meeting at the Waldorf-Astoria, April 16-17. The operations committee of the board will be in charge of the program for the 1947 conference.

KEYY to Be Idaho Key Of Intermountain Net

KEYY Pocatello, Ida., which will be on the air by Jan. 1, will key Intermountain Network operations in Idaho, George C. Hatch, general manager of the network, announced in Salt Lake City last week.

KEYY will broadcast on 1440 kc with 250 w power. Calvin Hale is head of the new station, licensed to the Pocatello Broadcasting Co. With headquarters in Salt Lake City, the 15-station Intermountain Network now includes five stations in Utah, four in Idaho, four in Wyoming and two in Montana, Lynn L. Meyer is national sales manager, and the network is represented in New York, Chicago and Los Angeles by Avery-Knodel Inc.

ABC Sustainer

MONDAY-through-Friday comedy program, "The Tommy Riggs Show," starts as an ABC sustainer Nov. 11, Mon. 4 p.m. Judy Stevens will be vocalist of the half-hour show and Page Cavanaugh's trio will furnish music. Program will originate in Hollywood.

Chicago Set Manufacturers, Agencies Launch Program to Speed Television

CHICAGO television receiver manufacturers Wednesday came to grips with the problem of reaching their goal of 1,000,000 sets in 1947, and insisted that Mutual, NBC and ABC push their Chicago video applications and speed construction of stations.

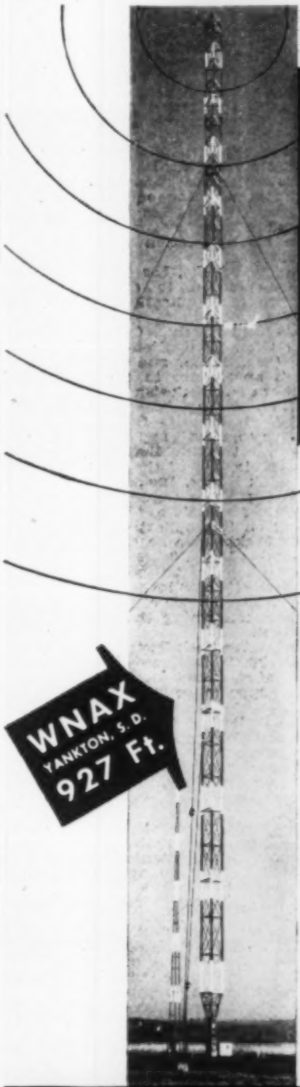
At the meeting sponsored by the Electric Assn. of Chicago and chairmanned by Ernest Vogel, vice president of Farnsworth Radio and Television Corp., the executives said the industry was for the first time able to meet public demands for home receivers and that at least 20% of production was earmarked for the Chicago area.

H. A. Renholm, Chicago regional manager of RCA Victor, said training present AM and FM service men in installation of television equipment has already begun. Mr. Vogel appointed A. B. Rodner, Commonwealth Edison; W. E. Cress, Chicago sales manager of Philco Radio Corp., and E. J. Hendrickson, Chicago manager of Farnsworth Television and Radio Corp., to set up a program similar to RCA's for the training of dealer service personnel.

At a meeting of agency representatives Tuesday the Electric Association heard R. K. MacDougal of N. W. Ayer & Son, Chicago, and Holman Faust of Mitchell Faust Advertising point out the need for agencies to train account executives in the latest techniques in video before attempting to sell clients. The Agency Committee headed by Fran Harris of Ruthrauff and Ryan will hold a meeting of account executives Dec. 10 and a later meeting of Chicago advertisers prior to the Chicago Television Exposition tentatively set for March or April.

Building Better . . .

WHEN better football broadcasting boards are built, it's quite possible that Wayne Poucher, WSCS Charleston, S. C. sportscaster, will build 'em. When the entire station's personnel scoured the town unsuccessfully for clips to hold down the board's player cards, Mr. Poucher bought 25 small mousetraps, removed the spring traps and attached them to the scoreboard. They say it works.



TALL OR SMALL
AM or FM

Truscon service can fill your radio tower needs!

WKBN
YOUNGSTOWN, OHIO
352 Feet

Again available—Truscon Radio Towers in guyed or self-supporting types, either tapered or uniform cross section!

Truscon Radio Towers are triangular in cross section and are built entirely of heavy steel members with all shop assembled connections made by means of electric arc-welding.

There is no limit in height to a Truscon tower other than the practical height limitation. The tallest towers in the United States today are Truscon built; i.e., WNAX at Yankton, South Dakota (912 feet above base insulator) and WKY at Oklahoma City, Oklahoma (900 feet above base insulator, and designed to support additionally a 50 foot 6-bay FM antenna).

If you contemplate FM broadcasting, your radio tower facilities will undoubtedly have to be modified. Perhaps you will require a new and higher tower to adequately serve your needs.

Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

TRUSCON STEEL COMPANY • YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON Self-Supporting and Uniform Cross Section Guyed TOWERS

ACTIONS OF THE FCC

OCTOBER 25 to OCTOBER 31

Decisions . . .

OCTOBER 28

ACTIONS ON MOTIONS

By COMMISSIONER WALKER

Regents of the Univ. System of Ga., for and on behalf of Ga. School of Tech. Atlanta, Ga.—Granted petition for leave to amend its FM application so as to supply additional engineering information.

American Bcstg. Co. Inc., Los Angeles, Calif.—Granted petition for leave to amend its application for an FM station, so as to supply revised engineering data.

James R. Doss Jr., Tuscaloosa, Ala.—Granted petition to dismiss without prejudice application for CP.

Rochester Bcstg. Co., Rochester, Minn.—Granted petition for leave to amend its application so as to show addition of Richard C. Lilly to the Board of Directors of applicant corp.

Rochester Bcstg. Corp., Rochester, N. Y.—Granted petition for leave to amend its application for CP so as to specify a revised directional antenna pattern, etc.

WPIK Alexandria, Va.—Granted petition for leave to intervene in the hearing on application of Key Bcstg. Corp., for a new station in Baltimore, Md.

WMBD Peoria, Ill.—Granted petition for leave to amend its application for CP so as to specify a modified directional antenna system. etc.

J. B. Fuqua, Greenville, S. C.—Granted petition for leave to amend his application for CP so as to make answer to Par. 10 (a) relative to the applicant being a representative of an alien or foreign government read "No."

Frank M. Helm, Modesto, Calif.—Granted petition for leave to amend his application for CP so as to show more complete information on proposed programming plans.

S. H. Patterson, Topeka, Kans.—Granted petition for leave to amend his application for CP so as to specify a revised DA system, etc.

Puritan Broadcast Service Inc., Lynn, Mass.—Granted petition for leave to amend its application for CP so as to specify the frequency 1360 kc with 250 w, daytime only, instead of 900 kc, 250 w daytime only. The amendment was accepted and application as amended removed from hearing docket.

WGCM Bcstg. Co., Biloxi, Miss.—Granted petition requesting a 30-day extension of time within which written exceptions may be filed in the proceeding upon its application for CP and the time within which exceptions in this proceeding may be filed was extended to and including Nov. 27.

Brookhaven Co., Brookhaven, Miss.—Granted petition requesting continuance of consolidated hearing upon its application for CP, and the hearing in re this matter was continued from Nov. 4 to Dec. 9, at Brookhaven, Miss.

WMBH Joplin, Mo.—Granted petition for continuance of consolidated hearing upon its application and said hearing was continued from Nov. 12 to Dec. 16.

The Yankee Network, Inc., Bridgeport, Conn.—Granted petition for leave to amend its application for FM station so as to correct the designation of latitude and longitude of transmitter site.

Southern Wyo. Bcstg. Co., Laramie, Wyo.—Granted petition to dismiss without prejudice its application for CP.

Snowy Range Bcstg. Co., Laramie, Wyo.—The Commission, on its own motion, removed from the hearing docket the application for CP, heretofore designated in a consolidated proceeding with above application.

Northern Ky. Airwaves Corp., Covington, Ky.—Granted petition for leave to amend its application for CP so as to specify a transmitter site "to be determined."

Paul F. Braden, Middletown, Ohio—Granted petition for leave to amend his application for CP so as to specify different transmitting equipment.

Hughes Tool Co., Los Angeles, Calif.—Granted petition to dismiss without prejudice his application for new television station.

Hughes Tool Co., Los Angeles, Calif.—Granted petition to dismiss without prejudice his application for FM station.

Springfield Bcstg. Co., Springfield, Mass.—Granted petition for waiver of rules (Sec. 1.387), and accepted petitioner's appearance in re application.

Wilburn H. Stuckwish, Chas. F. Bruce and F. M. Lindsay, Jr., d/b as a Partnership, Centralia, Ill.—Granted petition for leave to amend application so as to substitute the Ill. Bcstg. Co. as the applicant in lieu of the three partners.

Burbank Bcstrs. Inc., Burbank, Calif.—Denied petition requesting the Commission to schedule the consolidated hearing on its application and that of Morris Luskin at a date in Dec. 1946.

Columbia Bcstg. System, Inc., Los Angeles, Calif.—Granted petition for leave to amend its application for FM station so as to provide complete engineering date concerning the facilities now requested.

Huntington Park Bcstg. Co., Huntington Park, Calif.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application for CP.

Mobile Bcstg. Co., Mobile, Ala.—Granted petition insofar as it requests leave to amend application for CP so as to specify 1 kw at night instead of 5 kw, etc., and dismissed that portion of the petition which requests enlargement of the issues.

Coast Radio Bcstg. Corp., Los Angeles, Calif.—Dismissed petition requesting leave to take depositions in re the consolidated hearing on applicant's application et al., since this hearing has been ordered transferred from Washington to Los Angeles.

Wolverine State Bcstg. Service, Inc., Detroit, Mich.—Granted petition for leave to amend its application for CP so as to show the addition of four new stockholders to applicant corporation.

Coast Ventura Co. and Ventura Bcstrs. Inc., Ventura, Calif.—Granted joint petition requesting extension of time within which to file Proposed Findings in re their applications for CP, and extended time to Nov. 12.

Southeastern Bcstg. Co., Clanton, Ala.—Granted petition for leave to amend application for CP so as to specify 760 kc with 500 w, daytime only, in place of 1450 kc, 250 w, unlimited time, etc. The amendment was accepted and application as amended removed from the hearing docket.

Montgomery Bcstg. Co. Inc., Montgomery, Ala.—The Commission, on its own motion, removed from the hearing docket the application of Montgomery Bcstg. Co. Inc.

The Sandusky Bcstg. Co., Lake Erie Bcstg. Co., Bay Bcstg. Co., Sandusky, Ohio—The Commission, on its own motion, continued the consolidated hearing on these applications from Oct. 28 to Nov. 7.

Eagle Printing Co. Inc., Butler, Pa.—Granted petition for continuance of hearing on application from Nov. 6 to Dec. 9, at Washington.

Peoria Bcstg. Co., Peoria, Ill.—Granted petition for continuance of hearing on application from Oct. 29 to Nov. 21, at Washington.

Hollywood Community Group, Gardena, Calif.—Granted petition requesting transference of consolidated hearing now scheduled for Nov. 12 in Washington, to Los Angeles, to be heard Nov. 25.

Paris Bcstg. Co., James A. Dick, et al. d/b as Paris Bcstg. Co., Ky. Lake Bcstg. System, Inc., Paris, Ky., Murray Bcstg. Co. Inc., Murray, Ky.—The Commission, on its own motion, continued without date the consolidated hearing on these applications scheduled for Oct. 28 at Paris, Tenn. and Oct. 29, at Murray, Ky.

Unity Corp., Mansfield, Ohio.—Granted petition requesting that further hearing presently scheduled for Oct. 28 on its application and two other Mansfield FM applications, be continued to Nov. 4.

WKAQ San Juan, P. R.—Granted petition to dismiss without prejudice its application.

OCTOBER 29

ACTION IN DOCKET CASES

AM—1490 kc

H. C. Winslow, Meadville, Pa.—Made final proposal to grant CP for new station 1490 kc, 250 w, subject to condition that grantee file for modification of CP within 60 days specifying a transmitter location for approval of Commission and CAA. Commission simultaneously denied application of the Meadville Tribune Bcstg. Co. for the same facilities.

AM—1490 kc

Nathan J. Cooper, Morganton, N. C.—Made final proposal to grant CP for new station 1490 kc, 250 w, subject to filing within 30 days of application specifying transmitter site and antenna system which will comply with Standards of Good Engineering Practice. Commission simultaneously denied application of Beatrice Cobb for same facilities.

OCTOBER 29

By THE SECRETARY

KPSC Phoenix, Ariz.—Granted modification of CP for approval of antenna and of transmitter location at SW corner intersection of Central Ave. & Van Buren St., Phoenix.

KECK Odessa, Tex.—Granted modification of CP for approval of antenna, change in type of transmitter, and for approval of transmitter location at 2.5 mi. west of Odessa, 0.3 mi. north of U. S. Highway No. 80, Odessa.

WNYC-FM New York—Granted CP to install a new transmitter and make changes in antenna system.

WEHS Chicago—Granted CP to specify coverage of FM station as 7,615 sq. mi.;

(*Continued on page 73*)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

KLUGE ELECTRONICS
1031 N. ALVARADO • LOS ANGELES 26, CALIF

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

RADIO ENGINEERING CO.
Consultants
Installation • Allocation • Field. and Antenna Measurements
Norwood J. Patterson, Owner
1355 Market Street Room 1010
San Francisco 3, California
Phone: Market 8173

ERA *Complete* Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 1129 Vermont Ave., N.W.
Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nestor 9601

J. B. HATFIELD
CONSULTING RADIO ENGINEER
936 35th Ave. Prospect 7860
SEATTLE 22, WASHINGTON

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La
Raymond 4756
High Power Tube Specialists Exclusively

A. R. Bitter
CONSULTING RADIO ENGINEER
TOLEDO 4, OHIO

PREISMAN & BISER
CONSULTING RADIO ENGINEERS
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C.—ADams 7299

I have more than 600,000 neighbors and* WRRF *is my favorite station*

*Population of Eastern North Carolina, WRRF territory is 600,000.

SOON 5000 WATTS

The area served by WRRF, Washington, N. C., is one of the richest agricultural belts in the nation . . . Eastern North Carolina. WRRF is the buying guide for this "as good as gold" market. For the best results in selling Eastern North Carolina, use WRRF. Write today for details.

930 KC - 1000 Watts
WRRF
Washington, N. C.

ABC Network
•
Tar Heel Broadcasting System, Inc.
•
Natl. Representatives
Forjoe & Co., New York, Chicago, Los Angeles

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

Radio Engineering Consultants
Frequency Monitoring
ommercial Radio Equip. Co.
nternational Building, Washington, D. C.
321 E. Gregory Boulevard, Kansas City, Mo.
Cross Roads of the World, Hollywood, Calif.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
469 Church St., N.W., Washington 5, D.C.
Decatur 1234

MAY and BOND
CONSULTING RADIO ENGINEERS
★ ★ ★
422 F St., N.W., Wash. 4, D. C.
ellogg Bldg. • Republic 3984

OUR 18 TH YEAR
Herbert L. Wilson
Consulting Radio Engineers
1018 Vermont Ave., N.W. NA.7161
Washington 5, D.C.
1000 No. Seward St. HO.6321
Hollywood 38, Calif.

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEER
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

WILLIAM E. BENNS, JR.
Consulting
Radio Engineer
830 Gregg Street
Columbia, South Carolina
Phone 7342

SINGLETON AND BARNARD
Consulting Radio Engineers
AF FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
983 National Press Bldg. DI. 1205
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

HAROLD B. ROTHROCK
Consulting Radio Engineer
●
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

H. V. Anderson
AND ASSOCIATES
● Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

DeQuincy V. Sutton
Radio Business Consultant
2700 Conn. Ave. COlumbia 8105
Washington 8, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

GARO W. RAY
Consulting Radio Engineer
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465
Instruments and Measurements

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

John Creutz
Consulting Radio Engineer
319 Bond Bldg. REpublic 2151
Washington, D. C.

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

GRETHER RADIO ELECTRONICS CORP.
Julius L. Grether — William P. Grether
118 BROOKE AVENUE
NORFOLK 10, VIRGINIA
Phone Norfolk 26511—Nights 24408
CONSULTING RADIO ENGINEERS
AM INSTALLATION SPECIALISTS FM

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1730 Connecticut Ave., N. W.
Washington, D. C. ADams 3711

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

F A
M M
NATHAN WILLIAMS
Allocation & Field
Engineering
20 Algoma Blvd.
Oshkosh, Wisc.
Ph: Blackhawk 22

GEORGE H. JASPERT
Consultant
Broadcasting Station Management
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
Little Building Hancock 4948
Boston 16, Mass.

This week on KFI

PORTRAIT OF THE CONDUCTOR

As a result of three years of enthusiastic public reception the well-known "KFI-HOLLYWOOD BOWL AUDITIONS" has been launched on a fourth consecutive season. This year the noted conductor, James Sample, will guide the vocalists and instrumentalists through the weekly concert broadcasts. For the next 32 consecutive Monday evenings at 9:30 over KFI, promising new musical talent will broadcast with the KFI Symphony in competition for a concert debut in Hollywood Bowl with Leopold Stokowski during the 1947 Season of "Symphonies Under the Stars." We have some biographical facts about our air conductor, Mr. Sample, which we'd like to pass along.

He's 38 years of age, and literally for many years has been one of America's youngest recognized conductors. As a boy he began his studies with his father, who was an excellent viola player. At 17 Sample was chosen by Verbrugghen, the conductor of the Minneapolis Symphony, to study conducting — an activity he carried on while attending MacPhail School. In the Summer of 1931, the Austrian Government presented him with a scholarship to the School of the Mozarteum in Salsburg. Here Sample had the honor of working with Pierre Monteux — present conductor of the San Francisco Symphony. Mr. Sample, incidentally, is Assistant Conductor of the San Francisco Symphony — an assignment he carries simultaneously with that of Music Director for the "Auditions" at KFI.

CLEAR CHANNEL
640 KILOCYCLES
KFI
50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

PRODUCTION

DICK ORAM, former program director of WMAN Mansfield, Ohio, and more recently with WIRE Indianapolis, has joined WRRN Warren, Ohio, as program manager. **TED ECKMAN NIEMI** is new addition to WRRN staff. He previously had been with KABC WOAI WBAL.

GEORGE PRICE, new to radio, has joined announcing staff of KOME Tulsa, Okla. **DICK CAMPBELL**, program director of KOME, has been selected for the second successive year as city chairman for the Sister Kenny Foundation Drive for 1946.

ANDY SCOTT, announcer of KHJ Hollywood, has shifted to KGFJ Los Angeles in similar capacity. **ED STODDARD**, former announcer of KLAC Hollywood and KGFJ, has returned to latter station in similar capacity after five months' absence.

WILLIAM DUANE, WBBM Chicago announcer, has been appointed assistant to **AL MOREY**, station production manager. **JAMES CAMPBELL**, freelancer, and **WILLIAM SHIPLEY**, formerly of WAKR Akron, Ohio, are new WBBM announcing staff members.

JOHN DUFFY, formerly of KUTA Salt Lake City, has joined KFRC San Francisco as announcer.

EDDIE CANTOR has been named chairman of annual March of Dimes of the Air.

BOB HOPE is author of book "So This Is Peace" released by Simon & Schuster Oct. 22.

MEREDITH WILLSON, orchestra leader featured on CBS "Sparkle Time," has received Music War Council citation for work during war in AFRS. Presentation was made by San Fernando (Calif.) Valley Music Assn.

ROBERT E. MACKALL has rejoined WFMJ Youngstown, Ohio, as program manager following release from AFRS after 18 months of service.

JOHN GALBRAITH, chief announcer of KGO San Francisco, is to marry Adele Timpson in January.

BOB KIRSCHBAUM, former freelance script writer, has joined the writing staff of WLIB New York.

DAVE WILLIAMS, JERRY LAYNE and **JOHN KEENAN** have been added to announcing staff of WKZO Kalamazoo.

BOB POOLE has joined WWL New Orleans as announcer. He is Navy veteran.

GORDON EATON and **ROLF HERTSGAARD** are new additions to the announcing staff of WCCO Minneapolis. Mr. Eaton, Army veteran, was CBS announcer before entering service. Mr. Hertsgaard previously had been with WCCO as well as with WCAL KROC KOA KOTA KSTP.

BUD ROGERS, early morning announcer at CKNW New Westminister, B. C., is father of a boy, Ronald Lorne.

GENE ELSTON, formerly with KICD Spencer, Iowa, has joined announcing staff of WMT Cedar Rapids.

DOROTHY INGLING, onetime with NBC and N. W. Ayer & Son, New York, and recently with Air Transport Command's Pacific Division headquarters where she wrote and produced two programs for service's public relations office, has been added to writing staff KPOA Honolulu.

LES SPENCER, program director of WHIO Dayton, Ohio, has been awarded special Army commendation certificate for aiding the Army recruiting program.

ROBERT CORMIER has joined continuity staff of WTAG Worcester, Mass. He had been with advertising department of Fitchburg Sentinel.

HARVEY OLSON, program manager of WDRC Hartford, Conn., Oct. 25 took part in panel discussion on "Oral English" at annual convention of Connecticut State Teachers Assn. at Hartford.

KENNETH GRANT, new to radio, has joined announcing staff of WJPF Herrin, Ill.

Fluffscer

A FLUFFSCER, known in filmland as an Oscar, will be awarded by WNBC New York to the station announcer who doesn't fluff his station break announcement with the station's former call letters, WEAF, between Nov. 2 and Jan. 1. In addition, there is a cash prize of $100.

New ABC Service

ABC IS MAKING available to its affiliates for use on their FM outlets certain of the network's regularly scheduled broadcasts provided that the program is broadcast simultaneously by the station on both AM and FM transmitters. Developed from the increasing number of requests from affiliated stations concerned with FM programming, the new service will make available 107 programs throughout the week for simultaneous AM-FM transmission by the affiliates. Among the programs available for this plan are the Sunday broadcasts of Drew Pearson, Walter Winchell and Jimmie Fidler and during the week *Headline Edition*, Elmer Davis, etc.

WING on 24 Hours

WING Dayton, Ohio, now is on 24-hour daily schedule. Station announced new service through full-page newspaper ad Oct. 18 and dedicatory program that evening.

Radio's Power

(*Continued from page 27*)

tionally freighted, and many listeners were deeply involved in the interplay of sentiments. In the fourth place, we could readily determine the objective aspects of the situation: we knew precisely what happened in the broadcast. Fifth, the persons whom we studied came from different social groups and were not drawn from a hapless group of college students cooperating under the firm discipline of their instructor. And, finally, our subjects' response to the broadcasts occurred within a well-defined cultural context, which helped clarify the role of persuasion in American society."

The book is not a study of Kate Smith. Rather, it is the study of an individual who on 65 occasions over an 18-hour period "begged, cajoled, demanded that her listeners buy war bonds." It is the study of the techniques of persuasion used in swaying thousands of American radio listeners to pick up the nearest telephone and subscribe to war bonds. In a nutshell, it is the study of the power of radio as a selling agent and as a moulder of public opinion.

Fully half of Miss Smith's broadcast time during the marathon was devoted to the theme of sacrifice. Of this percentage, "26% went to stories of the sacrifices of servicemen; almost as much, 20%, to the sacrifices of civilians and 5% to the sacrifice of one civilian in particular, namely, Kate Smith herself."

Themes Used

Other common themes which Miss Smith used were: participation, which propounded the theory that the bond drive was a common enterprise in which all should take part; familial, which spoke of war bonds as a means of getting the boys back home; competition theme, which urged one community to outdo another and Miss Smith to break her previous record of war bond sales; facilitation theme, which told the radio audience of the ease with which bond pledges could be telephoned; and the personal theme, in which Miss Smith referred to her own feelings and hopes.

Images that the public projected upon Miss Smith as a result of her marathon war bond drive were such adjectives as sincere, philanthropic, patriotic, motherly and virtuous. Only 7% classed her as an entertainer, whereas 60% said she was sincere. When polled (without being told that the interviewer was interested in Miss Smith) as to who would be their first out of five choices to sell war bonds over the radio, 62% of the respondents named Kate Smith, while her nearest competitor was Martin Block, whom 13% chose.

Mr. Merton has done an admirable job in compiling his research material into seven chapters of informative reading. It is a book about a unique radio drive which should be read by radio men, as well as psychologists, to gain a keen insight into the powers which mass persuasion holds as an instrumental force in moving Americans to act through radio.

20,000
WATTS
OF
SELLING
POWER
THE NEW
WJJD
CHICAGO
A Marshall Field STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY

SPONSORS OF CHOICE

Visitor Tells How Australian Broadcasters Investigate Advertiser's Product First

"WOMEN in U. S. radio have no choice as far as sponsors are concerned," stated Louise Homfrey, the Australian Mary Margaret McBride, last week at a luncheon meeting of the Export Advertising Assn., in New York.

When approached by a potential sponsor, Miss Homfrey related, the Australian broadcaster starts a complete investigation of the product, from using it himself, to visiting the factory where it is made. If, over a period from six weeks to three months, the product is found unsatisfactory by the broadcaster, the sponsor is politely informed he may look elsewhere for talent.

A veteran in Australian radio, with a background of 20 years of broadcasting, Miss Homfrey has been touring the U. S. since July, learning about American radio. She has been heard on her own woman's program on 3DB Melbourne, the *Herald* broadcasting station, which is part of the Major Network.

Although Miss Homfrey classed "soap operas as tripe," she had to admit that they are very popular in Australia, where American scripts which are bought here are used, recast with Australian talent. She also reported that the Australian stations devote a large amount of air time to public service projects and cited an example of a polio epidemic which closed most of the schools for 10 months. During this entire time the stations rescheduled all daytime programming and broadcast, excluding all advertising, regular schoolroom class work for students unable to continue their studies.

When asked if Australian radio was plagued with singing commercials, jingles and other forms of spot announcements, Miss Homfrey reported that from 5:45 p. m. until 10:30 p. m., air time was booked solid and no spot announcements were allowed.

Miss Homfrey brought a few transcribed programs from Australia, featuring prominent Australian artists, and shows about life in that country which are available for broadcast on U. S. stations. These shows were recorded mainly for the interest of American ex-GI's, who spent a considerable time during the war in the down under country, and who still might be interested in the activities there.

KFBC
CHEYENNE, WYOMING
KFBA—FM
American Network
REPRESENTED BY RAMBEAU

EYELIDS were heavy and tongues tired toward end of 14-hour vigil as Bob Shipley (left), newsman, and Bob Holleron, special events, covered San Antonio's flash flood. They waded through waist-high water, directed rescue crews and toured stricken area with wire recorders for KTSA.

Service to Moscow

DIRECT radiotelephone service between the United States and Moscow was made available to the public last week by the American Telephone and Telegraph Co. The 4,700-mile circuit has been in use for three years, but only for government officials and press attaches. Calls may be placed to Moscow between 8 a.m. and 12:15 p.m. and 3:45 p.m. to 8:30 p.m. The cost of a three-minute call to the Russian capital is $12 on week days and $9 on Sundays. Overtime, accordingly, is $4 per minute throughout the week as compared to $3 on Sunday. All calls are on a person-to-person basis and charges will not be reversed.

Taylor to Prosecute

BRIG. GEN. TELFORD TAYLOR, former FCC general counsel, has been named by Gen. Joseph T. McNarney, American commander in Germany, to succeed Supreme Court Justice Robert Jackson as chief counsel for war crimes and chief prosecutor for the U. S. General Taylor, who left the FCC in 1942 for an Army commission, has served as first assistant to Justice Jackson in the Nuremberg trials. First to be prosecuted by General Taylor are 23 German doctors charged with crimes against humanity.

N. Y. Parent Group Seeks Air Cleanup

Say Some Shows Contribute To Juvenile Delinquency

THE UNITED Parents Assn., a New York association of parents whose children attend the city schools, will inaugurate a campaign next month to rid the air of "programs which contribute to juvenile delinquency."

Mrs. Rose Kobert, radio director of the organization, told BROADCASTING last week, "I don't think enough time is being given to children's programs. One hour a day is not enough. That's why they listen to programs designed for adults, programs which are not intended for juvenile consumption."

Mrs. Kobert said that the United Parents Assn. has various committee members who listen to children's programs for purposes of constructive criticism. She stated that "program sponsors would do well to consider that children compose one-third of all American consumers. Not enough efforts are expended by the networks, sponsors and/or the stations to put on programs which will give children the right ideas about American life."

The campaign to "clean up radio" will actually get under way on Dec. 10 when the United Parents Assn. will sponsor a symposium at Hunter High School. Subject of the symposium will be "Is Radio Meeting the Needs of Our Children?" Ira Hirschmann, owner of WABF New York, will be chairman of the meeting. Other persons who will lead discussion are: Dorothy Gordon, moderator of *The Times* youth program of WQXR; Dr. Ernest L. Dichter, formerly a psychologist consultant for CBS; Mrs. Nathan Strauss, of WMCA New York, and James S. McAndrew, co-ordinator of broadcasting for the New York City Board of Education.

Prizes to Vets

SAMUEL GOLDWYN Productions is offering cash prizes to veterans of the professional retraining program of the American Theatre Wing who are presenting their original scripts on WNEW's New York radio workshop on Wednesdays, 9:15-9:30 p. m. The contest will begin Nov. 6 with prizes of $300, $150 and $50 offered for the three best original 15-minute scripts from the radio writing classes of the school.

The competition is open to veterans who have taken, are taking, or will take the writing courses of the Wing's school. Judges will be Robert Sherwood, McKinlay Kantor and a representative of the Wing yet to be chosen. On Dec. 18 a special program will be broadcast on WNEW with the first prize-winning script produced, directed and acted by an all-veteran cast from the Wing's radio workshop.

SELL
No. 1
MARKET
◆
Winston-Salem
Greensboro
High Point
In the South's
No. 1
STATE
◆
NORTH
CAROLINA
via

WSJS
Winston-Salem
NBC
for the
TRI-CITIES
◆
REPRESENTED BY
HEADLEY-REED
COMPANY

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

TECHNICAL

ALOIS W. GRAF, chairman of the Chicago Section of Institute of Radio Engineers, has opened an office in that city for the practice of law in patent and trade-mark cases. He is on executive committee of the Illinois Engineering Council which sponsored enactment of the Illinois professional engineer registration law, and is active in the Chicago Technical Societies Council and the National Electronics Conference.

ROY BROWN, chief engineer of KOME Tulsa, Okla. is the father of a boy, Roy Jr.

ALTEC LANSING Corp., New York, has announced availability of new lightweight AC-DC type A-319 amplifier primarily for use in commercial wired music systems and home phonographs. Unit also may be used as terminal amplifier in paging systems.

JOHN HOOK, CBS Hollywood studio technician, is recovering from a major operation.

BOB KINNEY, chief engineer of WRRN Warren, Ohio, is the father of a girl, Maureen.

WALTER J. STILES has resigned as chief engineer of WEEI Boston to enter field of radio engineering consultation in affiliation with H. P. Carver Corp., Boston.

RAYTHEON Mfg. Co. in extending its commercial radar program has announced that its Mariners Pathfinder radar will be installed on 20 ships of the United States Lines Co., including the SS America. The Mariners Pathfinder radar incorporates all the features of the ship-search gear which Raytheon produced for the Navy.

VIEWTONE REALIGNS TV SET PRODUCTION

VIEWTONE Television & Radio Corp. has stopped production of its table model video set, the "Vanguard," retailing at $169.95, to concentrate for the time being on the small console model, "Adventurer," an AM-TV combination unit with a 7" viewing screen, retailing for $279.95. In each case, installation charges are extra.

Company has inaugurated Thursday night classes to help dealers with installation problems, with the first meeting held in the Viewtone factory in Brooklyn last Thursday. Albert Nadel, chief engineer of Viewtone, is in charge of the sessions.

Viewtone is currently turning out some 250 sets a week, hopes to increase that to 300 in the near future, is concentrating on the low-price market. "We are not interested in selling fine furniture," Irving Kane, Viewtone president, told BROADCASTING. "We are interested in giving the buyer of one of our sets a good picture. That's the important thing."

Disclaiming any interest in the high price field, Mr. Kane declared, "We want to reach the guy making $35 a week. That's the mass market that the advertisers want from television."

School Brochures

WCAE Pittsburgh, to boost its in-school program series, is distributing 7,000 folders explaining broadcasts to public, private and parochial, elementary and junior high schools, libraries, parent-teacher groups, safety council groups and educators. Because of success of such programs, WCAE this year has added third program to series, "Stories of Nature." Recorded in the classroom, programs are piped by WCAE directly to more than 100 Pittsburgh public school classrooms.

Argument Dec. 16 On 30-40 Mc Plan

Non-Government Services May Use 20 Kc Channels

FCC PROPOSAL for frequency service allocations to non-Government services in the 30-40 mc band, anticipating ultimate use of a 20 kc instead of 40 kc channel width, will be given oral argument before the Commission Dec. 16, it was announced last week. Briefs should be filed by Nov. 15.

The plan, perhaps with modifications, will become effective Jan. 1, but FCC said licensees unable to shift frequency next July may, "in general," be allowed to continue on present assignments until July 1, 1953, if no harmful interference results.

Purpose in announcing 20-kc separation now, FCC said, "is to encourage the design and manufacture of receivers which will have pass bands with selectivity characteristics such that the effective pass band is substantially less than 20 kc." The Commission advised licensees and prospective licensees to "be certain that any new transmitters which are purchased occupy something less than 20 kc of spectrum space with voice modulation and the use of audio frequencies up to 3000 cycles with full allowance for transmitter frequency tolerance."

After July 1, FCC said, it will not "in general" license new systems unless they meet this requirement.

With 10 additional channels now available in the 30-40 mc band, FCC said, a "technically sound service allocation plan based on the block system" is possible for the first time. Urban transit shares blocks of 10 channels between 30.64 and 30.82 mc and 12 from 30.84 to 31.06 mc. General highway mobile, to be assigned experimentally at present, is allocated blocks of eight channels betwen 35.06 and 35.20 mc and 31 from 35.38 to 35.98 mc. Remote pickup broadcast stations currently licensed will be allowed to continue in the 30-40 mc band until 25-30 mc allocations are made final.

AVCO Income Down

AVIATION Corp. announced Thursday that net income for nine months ending Aug. 31, 1946, including extraordinary profits on sales of securities, amounted to $13,147,025, which equals after preferred dividends to $2.12 per common share on 5,967,158 shares. Net sales totaled $5,039,093 for the 1946 period as compared with $25,020,178. Decline is attributed to reduction in military business, shortages, labor difficulties and reconversion factors. AVCO's consolidated net earnings do not include the corporation's equity in undistributed earnings and losses of associated companies which are not consolidated, a category in which the Crosley Corp. is listed.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

MARTIN BLOCK, disc m.c. of WNEW New York, is expected in Hollywood first week of December to line up accounts for his projected record program on KFWB Hollywood.

LONDON GRAMAPHONE Corp. has been displaying its postwar English phonograph to New York radio executives and press representatives. Designed to take advantage of full-frequency range recording, the new London reproducer enables production of extreme sections of musical scale.

JAMES L. (Bill) BERRY morning record m. c. at WSPB Sarasota, Fla., is the father of a girl, Alice Ann.

ROD WHITLOW, head of CBS Hollywood transcription department, is father of twins, Alan Francis and Theresa Jean, born Oct. 23.

KFI LOS ANGELES to eliminate overtaxing station facilities discontinued commercial recording department Nov. 1. Station will no longer accommodate outside business. **LYMAN SMITH**, KFI recording division manager, shifts to 6000 Sunset Radio Center, Hollywood, as sales representative.

BILL LINDSEY, former account executive of KFAC Los Angeles, has joined Radio Broadcasting & Recording Service, Hollywood, in similar capacity.

DECCA RECORDS has completed a new contract with Decca Records Ltd. of London to distribute its recordings on a world-wide basis. In addition to providing greater exploitation of the company's products, the contract will make it possible for Decca to distribute in this country many outstanding records made by the London firm. **HUBERT STONE**, former general manager of the Odeon Co. of Argentina, has been appointed head of the new export division.

New Teleran Group

LARGE engineering group formed to develop Teleran, the new air navigation system which combines television with radar, was announced last week by W. W. Watts, vice president in charge of the RCA Engineering Products Dept. This new group, headed by Dr. Douglas Ewing, former assistant director of MIT's radiation laboratory, will work in cooperation with the Teleran research group at RCA laboratories conducting a comprehensive development program. Plans for the general development of Teleran are being coordinated by Loren F. Jones, manager of research and development projects and proposer of the original idea of this system of aerial navigation.

THE SPORTS STATION OF THE NATION!

- N. Y. Giants Pro-Football
- B'klyn Dodgers Baseball
- N. Y. Rangers Hockey
- Inter Collegiate Basketball
- Professional Basketball
- Trotting Races
- Professional Boxing
- Ski Casts
- Horse Race Results
- Soccer Tips
- Hour of Champions
- Todays Baseball
- Warm Up Time
- Sports Extra
- Take A Tip From Me
- Basketball News
- Sports Final
- Nat'l Indoor Tennis
- Madison Square Garden Track Meets

WHN
50,000 WATTS
NEW YORK
Rep. by RAMBEAU

FCC Actions

(*Continued from page 68*)

install new transmitter and make changes in antenna system.

WKTM Mayfield, Ky.—Granted license to cover CP which authorized a new station on 1050 kc, 250 w, daytime, and for approval of studio location 2 mi. west of Mayfield, Highway 98.

WKY Oklahoma City, Okla.—Granted license to cover CP which authorized move of auxiliary transmitter to present site of main transmitter, and operate with 1 kw, DA night.

KSJO San Jose, Calif.—Granted license to cover CP for a new station to operate on 1590 kc, 1 kw, daytime; conditions.

WBOB Galax, Va.—Granted modification of CP to change type of transmitter, for approval of antenna and approval of transmitter and studio locations at Poplar Knob Road, Galax, Va.

WKTM Mayfield, Ky.—Granted modification of CP to change type of transmitter.

KANA Anaconda, Mont.—Granted license to cover CP which authorized a new station on 1230 kc, 250 w. U. conditions.

WBIR Knoxville, Tenn.—Granted CP to install a new vertical antenna and ground system and change transmitter location to Painter Ave. and Concord St., Knoxville.

KTBC Austin, Tex.—Granted CP to install old main transmitter at Manchaca Road, 5.3 mi. S. of Capitol, Austin, (present location of main transmitter) to be used for auxiliary purposes, with power of 1 kw, DA-night.

For Late Decisions and Applications of FCC, See Page 77.

WKXL Concord, N. H.—Granted modification of CP to change type of transmitter.

KOAT Albuquerque, N. M.—Same.

WKAN Kankakee, Ill.—Same.

KRGH Borger, Tex.—Same. Also approval of antenna.

KNOE Monroe, La.—Granted license to cover CP which authorized change in frequency to 1250 kc.

KSIL Silver City, N. M.—Granted license to cover CP which authorized a new station to operate on 1340 kc, 250 w, unlimited time.

WRON Ronceverte, W. Va.—Granted modification of CP to change type of transmitter, for approval of antenna, approval of transmitter location at near Frankford Road, ½ mi. N. of Ronceverte, and specify studio location at Main St., Ronceverte.

WENC Whiteville, N. C.—Granted license to cover CP which authorized a new station to operate on 1240 kc, 250 w, unlimited time; conditions.

KSVP Artesia, N. M.—Granted modification of CP for approval of antenna, to change type of transmitter, for approval of transmitter location at Roselawn (So. Acess Road) Artesia, and to specify studio location as So. Roselawn St., Artesia.

KREO Indo, Calif.—Granted license to cover CP which authorized a new station on 1400 kc, 250 w, unlimited time; conditions.

WPLH Huntington, W. Va.—Granted modification of CP for approval of antenna and approval of transmitter and studio locations at 16th St. West and Jackson Ave., Huntington, and 1105 Fourth Ave., Huntington, respectively.

WLOL Minneapolis, Minn.—Granted license to cover CP which authorized increase in power to 5 kw, changes in transmitting equipment, and DA for day and night use, and change in transmitter location.

KSWM Joplin, Mo.—Granted license to cover CP which authorized a new station to operate on 1230 kc, 250 w, unlimited time; conditions.

WBBB Burlington, N. C.—Granted CP to make changes in antenna and mount FM antenna on top of AM tower.

KSD-FM St. Louis, Mo.—Granted modification of CP to make changes in antenna system of FM station.

KKIN Visalia, Calif.—Granted modification of CP to change type of transmitter to (Composite), change transmitter location to Approx. 1½ mi. NW of Visalia, (McWilliams St.) and for approval of studio location at 614 E. Main St., Visalia, and extend commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

KCLB Tucson, Ariz.—Granted modification of CP for approval of antenna to change type of transmitter and for approval of transmitter and studio locations at Nr. Drachman St. and Stone Ave., Tucson.

WCJU Columbia, Mo.—Granted modification of CP to specify power as 250 w, for approval of antenna, approval of transmitter location at 0.23 mi. SW of Columbia City limits on State Highway No. 24, Nr. Columbia, and to change studio location to 513 S. Main St., Columbia, and make changes in transmitting equipment.

KCNA Tucson, Ariz.—Granted modification of CP for approval of antenna, approval of transmitter location at Cherry Ave. and 16th St., Tucson, and to change studio location to corner of E. 16th St. and Curtis Ave., Tucson.

WJQS Jackson, Miss.—Granted modification of CP for approval of antenna and approval of transmitter and studio locations at Pleasant Ave., and Walthall Hotel, Jackson, respectively.

KBOL Boulder, Col.—Granted modification of CP for approval of antenna, approval of transmitter and studio locations at 28th and Pearl St., Boulder.

KELN Ely, Nev.—Granted modification of CP for approval of antenna, to change type of transmitter and change transmitter and studio locations from corner 5th and Aultman St., Ely, to Ely, Nev.

WMBN Bear Creek Twp., Mich.—Granted modification of CP for approval of antenna and approval of transmitter and studio locations at U. S. 131 So., Bear Creek Twp., Mich. Conditions.

KCLA Pine Bluff, Ark.—Granted modification of CP for approval of antenna, approval of transmitter location at 2900 W. 28th St., Pine Bluff, and to change studio location to 2900 W. 28th St., Pine Bluff. Conditional.

WGYN New York—Granted modification of FM license to change corporate name to WGYN Inc.

WLAU Laurel, Miss.—Granted license to cover CP which authorized a new station on 1490 kc, 250 w, unlimited time. Conditions.

KMBC-FM Kansas City, Mo.—Granted CP for an existing FM station to specify frequency 97.9 mc. (channel 250), change type of transmitter, and make changes in antenna system.

WABF New York City—Granted CP for an existing FM station to specify frequency 98.5 mc, change transmitter, and make changes in antenna system.

The Western Conn. Bcstg. Co., Mobile-area of Stamford, Conn.—Granted CP for a new remote pickup station to be used with applicant's standard station WSTC.

WIP-FM Philadelphia, Pa.—Granted CP for an existing FM station to change type of transmitter and make changes in antenna system; antenna height 410 feet. Effective radiated power 20 kw.

OCTOBER 30
ACTION IN DOCKET CASES

WGOV Valdosta, Ga.—Proposed grant of CP to change from 1450 kc, 250 w, to 950 kc, 1 kw night, 5 kw day. Also to deny application of Valdosta Bcstg. Co. for new station seeking same facilities.

Fort Worth Bcstg. Co., Fort Worth, Tex.—Proposed grant CP new station on 1360 kc, 1 kw unlimited, using DA night. Also to deny application of Luck-McDonald Co. for same facilities.

Liberty Bcstg. Co., Pittsburgh, Pa.—Proposed grant CP new station 730 kc, 1 kw daytime, subject to condition that partners therein dispose of WJPA interests within 30 days of final order. Also to deny Liberty's application for FM station in Pittsburgh.

FM ORDERS

The Commission announces adoption of Orders granting the following applications for FM broadcast stations:

Pittsburgh, Pa.: WCAE, Inc.—92.5 mc (No. 223), subject to filing and approval of transmitter and antenna data for operation with the equivalent of 20 kw effective radiated power and antenna height of 500 ft. above average terrain; **Allegheny Bcstg. Corp.**—93.3 mc (No. 227), 20 kw effective radiated power, antenna height 495 ft. average terrain; **West Virginia Radio Corp.**—93.7 mc (No. 229), 20 kw effective radiated power, antenna height 500 ft. above average terrain, subject to filing application for modification of construction permit specifying antenna structure location and height of which meets CAA approval and for approval of technical features of proposed operation; **Pittsburgh Radio Supply House**—94.9 mc (No. 235) subject to filing and approval of transmitter and antenna data for operation with equivalent of 20 kw effective radiated power, antenna height of 500 ft. above average terrain, subject to approval of changes in antenna system of Standard station WJAS as proposed.

Fort Wayne, Ind.: Farnsworth Television & Radio Corp.—95.5 mc (No. 238), 20 kw effective radiated power; antenna height above average terrain 500 ft.; **Ft. Wayne Bcstg. Co., Inc.**—99.1 mc (No. 256), 20 kw effective radiated power; antenna height above average terrain 500 ft. both granted subject to filing applications for modification of construction permits, within 60 days, specifying antenna structure location and height, which meet CAA and FCC approval, and giving technical features of proposed operation; and **Northeastern Indiana Bcstg. Co., Inc.**—95.1 mc (No. 236), 20 kw effective radiated power; antenna height above average terrain 350 feet.

(*Continued on page 74*)

Collegiate

WSIX Nashville, which hasn't gone into the business of awarding degrees, academic or otherwise, was a little puzzled by an item in the *Nashville Tennessean*. In a story on a football game between Tennessee Tech and Eastern Kentucky Teachers, the officials were listed as follows:

Referee, Archie Grant (Milligan); umpire, Dutch Uhlian (MTSC); headlinesman, Hick Duncan (Peabody); field judge, Perry Spencer (WSIX).

No one at WSIX could remember Mr. Spencer or when it was that he was graduated from the station.

WAKR AKRON
First in Listeners!
TOTAL RATED PERIODS*
HOOPER STATION LISTENING INDEX—DECEMBER, 1945 THROUGH APRIL, 1946

WJHP
JACKSONVILLE
FLORIDA
INCREASES POWER TO
5000
WATTS
★
672,801
NEW
LISTENERS
IN 7 NEW
COUNTIES!
★
NO STATION IN
JACKSONVILLE
CAN CLAIM MORE
POWER... NONE
IS AS POPULAR!
BUY THE BONUS
OF LISTENERSHIP
ON
WJHP
JACKSONVILLE, FLORIDA
A JOHN H. PERRY STATION
JOHN H. PERRY ASSOCIATES
NEW YORK CHICAGO
ATLANTA HOLLYWOOD

Hon. Carlos Franco
Young & Rubicam
New York City
Dear Carlos:

Tomorrow being election day this is a good time to tell you about a little "grass root-in'" we did recently. Harley Kilgore and Tom Sweeney, West Virginia senatorial candidates, had been beating the political tom toms, one trying to outdo the other. Well sir, we got the two boys together for a real old-fashioned debate. We not only cancelled commercial network time on WCHS but also arranged for other state radio stations to carry this important public service broadcast. Everything went off slick as a whistle. Life Magazine covered the show; Harley and Tom both thanked us (no charge to either party) for our public service; and the folks down here are still talking about this debate. But I reckon it ain't nothin' out of the ordinary. Folks are always talkin' about the way WCHS does things down here in Southern West Virginia! *Yrs.*
Algy

WCHS
Charleston, W. Va.

KFMB
Sells
SAN DIEGO

465,72C People (by actual 1946 U. S. Census) live within 15 miles of our antenna—all but 9,500 within 5 miles of downtown San Diego. You sell quickly, surely —because you sell "from within" when you use KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

FCC Actions

(Continued from page 73)

Applications . . .

OCTOBER 25

FM Unassigned

Port Frere Bcstg. Co. Inc., Wilmington, Del.—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 11,450 sq. mi.

AM—1450 kc

WCTC New Brunswick, N. J.—Modification of CP, which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location.—AMENDED to change transmitter location.

AM—680 kc

WRNY Rochester, N. Y.—Modification of CP which authorized a new standard broadcast station to make changes in antenna, change type of transmitter and to change transmitter location.—AMENDED to extend completion date.

AM—1040 kc

Northern Ohio Bcstg. Co., Lorain, Ohio—CP new standard broadcast station to be operated on 1040 kc, 1 kw and daytime hours of operation.—AMENDED to change transmitter and studio locations, from Amherst, Ohio to Lorain, Ohio.

AM—1400 kc

Times Publishing Co., Erie, Pa.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.—AMENDED to change frequency from 1490 to 1400 kc.

FM Unassigned

Summit Corp., Scranton, Pa.—CP new FM broadcast station to be operated on channel 261, 100.1 mc and coverage of 13,900 sq. mi.

AM—650 kc

WSVS Crewe, Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to specify studio location.

AM—800 kc

WHTN Huntington, W. Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to change studio location.

AM—860 kc

WOAY Oak Hill, W. Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter and studio locations.

AM--1340 kc

Capital City Bcstg. Corp., Marianna, Fla.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1190 kc

WBIX Rome, Ga.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to specify studio location.

AM—1240 kc

Charles E. Britt, Joe H. Britt, Vardry D. Ramseur and John Arthur Ramseur, a partnership d/b as Piedmont Bcstg. Co., Greenville, S. C.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1490 kc

KVLF Alpine, Tex.—Modification of CP which authorized a new standard broadcast station to make changes in antenna, to change type of transmitter and to change studio location.

AM—1450 kc

KNET Palestine, Tex.—Transfer of control of licensee corporation from Billy Averitte Laurie, Ben A. Laurie and Leita Moye Laurie to Gordon B. McLendon, John Franklin Long and Joe J. Brown.

AM—1130 kc

A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a partnership d/b as Sky Bcstg. Service, Kansas City, Mo.—CP new standard broadcast station to be operated on 1130 kc, 1 kw and daytime hours of operation.

AM—960 kc

Radio Phoenix Inc., Phoenix, Ariz.—CP new standard broadcast station to be operated on 960 kc, power of 5 kw, directional antenna night and unlimited hours of operation.—AMENDED re stockholders.

AM—1260 kc

San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP new standard broadcast station to be operated on 1260 kc, 1 kw, directional antenna and unlimited hours of operation.—AMENDED: re changes in directional antenna pattern.

AM—1190 kc

California-Nevada Bcstg. Co., a partnership composed of Hubert Q. Joucken and David McKay, Vallejo, Calif.—CP new standard broadcast station to be operated on 850 kc, power of 250 w and daytime hours of operation.—AMENDED: to change frequency from 850 to 1190 kc.

AM—900 kc

Thomas E. Danson, Laguna Beach, Calif.—CP new standard broadcast station to be operated on 900 kc, 250 w and unlimited hours of operation.—AMENDED: to change name of applicant from Thomas Danson to Thomas E. Danson tr/as Universal Radio Features Syndicate and to specify transmitter location.

FM—104.1 mc

Woodrow Miller d/b as San Bernardino Valley Bcstrs., Colton, Calif.—CP new FM broadcast station to be operated on channel 281, 104.1 mc.

Non-Commercial Educational

WDWD Eugene, Ore.—Modification of CP which authorized a new non-commercial educational broadcast station for extension of commencement and completion dates.

AM—1490 kc

KBRO Bremerton, Wash.—Modification of CP which authorized a new standard broadcast station to make changes in antenna, change type of transmitter and extend commencement and completion dates.

Application Dismissed:

Video—50-56 mc

Jacksonville Bcstg. Corp., Jacksonville, Fla.—CP new commercial television broadcast station to be operated on channel 1, 50-56 mc, ESR: 842. Dismissed at request of applicant.

Applications Tendered for Filing:

AM—1450 kc

Holland Bcstg. Co., Holland, Mich.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1490 kc

WBOM Oak Ridge, Tenn.—Consent to assignment of CP to Frank E. Pellegrin and Carlin S. French.

OCTOBER 25

AM—740 kc

The Connecticut Electronics Corp., Bridgeport, Conn.—CP for a new standard broadcast station to be operated on 740 kc, power of 1 kw and daytime hours of operation.

AM—860 kc

Everard B. Cureton, Jr., George W. Fisher, John T. Ward, Jr. and Joseph R. Trott, Jr., a partnership d/b as Citizens Bcstg. Co., North Adams, Mass.—CP new standard broadcast station to be operated on 860 kc, 250 w and daytime only hours of operation.

FM—92.1 mc

Crosley Bcstg. Corp., Columbus, Ohio—CP new FM broadcast station to be operated on channel 221, 92.1 mc and coverage of 13,785 sq. mi.—AMENDED: to make changes in antenna system.

AM—1490 kc

P. K. Ewing, Jr., F. C. Ewing and Myrtle M. Ewing, a partnership d/b as Ewing Bcstg. Co., Vicksburg, Miss.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

FM—Unassigned

Public Radio Corp., Tulsa, Okla.—CP new FM broadcast station to be operated on frequency to be determined by Chief Engineer of FCC, and coverage of 3,420 sq. mi.—AMENDED: to change class of station, transmitter location, to make changes in antenna system and change type of transmitter.

AM—1510 kc

Doyle E. Collup, Stephenville, Tex.—CP new standard broadcast station to be operated on 1510 kc, 250 w and daytime only hours of operation.

AM—1230 kc

KGFJ Los Angeles, Calif.—Special service authorization to operate on 1230 kc, 250 w, unlimited time of operation for a period of 90 days.

AM—1590 kc

KSJO Santa Maria, Calif.—CP to install a directional antenna for night use only and to change hours of operation from daytime only to unlimited.

Modification of CP

KRJM Santa Maria, Calif.—Modification of CP which authorized a new FM broadcast station to change type of transmitter and make changes in antenna system.

Applications Tendered for Filing:

AM—1520 kc

KSIB Creston, Iowa—Request for special service authorization to commence operation at 6:00 a.m. from November 1946 through March 1947.

AM—1490 kc

KXOA Sacramento, Calif.—Consent to assignment of license to Sacramento Bcstrs., Inc.

OCTOBER 28

AM—1230 kc

WMOU Berlin, N. H.—License to cover CP which authorized a new standard broadcast station and for change of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

Elmira Bcstg. Corp., Elmira, N. Y.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

FM—Unassigned

N. M. U. Bcstg. Co. Inc., New York—CP new FM (Metropolitan) broadcast station to be operated on frequency as determined by FCC, and Coverage of 9600 sq. mi.—AMENDED: to change minor geographic coordinates and make changes in antenna system.

Modification of CP

WOLF Syracuse, N. Y.—Modification of CP which authorized installation of new vertical antenna and changes in ground system for extension of commencement and completion dates from 10-9-46 and 4-9-47, respectively to 3-1-47 and 6-1-47, respectively.

AM—1050 kc

WKTM Mayfield, Ky.—CP to make changes in vertical antenna, increase power from 250 w to 1 kw, install new transmitter (GATES BC-1E) and specify studio location.

AM—1450 kc

Holland Bcstg. Co., Holland, Mich.—CP for a new standard broadcast station to be operated on 1450 kc, power of 250 w and unlimited hours of operation.

Transmitter

United Bcstg. Co., Cleveland, Ohio—CP to install a new transmitter.

AM—650 kc

WJSW Logan Township, Pa.—Modification of CP which authorized a new standard broadcast station for approval of transmitter location.

THE *Fred. A. Palmer* CO.

SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS on MANAGEMENT and OPERATION

17 YEARS OF SUCCESSFUL STATION MANAGEMENT

AM—810 kc

WEDO McKeesport, Pa.—Special service authorization to operate from 1 a.m. to 4 a.m., with power of 1 kw, for period ending 1-1-47.

AM—1340 kc

WEPM Martinsburg, W. Va.—License to cover CP which authorized a new standard broadcast station and for change of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WRHP Tallahassee, Fla.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

Modification of CP

WMAZ-FM Macon, Ga.—Modification of CP which authorized a new FM broadcast station to change type transmitter and make changes in antenna system.

AM—1460 kc

WACO Waco, Tex.—License to cover CP which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change transmitter location; authority to determine power by direct measurement of antenna.

AM—1420 kc

Northern Indiana Bcstrs. Inc., Michigan City, Ind.—CP new standard broadcast station to be operated on [illegible]20 kc, 1 kw and daytime only hours of operation.

FM—93.5 mc

Central Nebraska Bcstg. Corp., Kearney, Neb.—CP for a new FM broadcast station to be operated on channel 228, [illegible].5 mc, or as assigned by FCC, and coverage of 16,665 sq. mi.—AMENDED: to change coverage from 16,665 to 18,[illegible] sq. mi., population from 251,558 to [illegible]8,917 and make changes in antenna system.

AM—1450 kc

KBUN Bemidji, Minn.—Modification of CP (as modified), which authorized a new standard broadcast station to change type of transmiter.

AM—1230 kc

KYJC Medford, Ore.—Modification of CP which authorized a new standard broadcast station for approval of antenna and for approval of transmitter location.

AM—1590 kc

Tillamook Bcstg. Co. Inc., Tillamook, Ore.—CP for a new standard broadcast station to be operated on 1590 kc, 250 w and unlimited hours of operation.

AM—1490 kc

KWWB Walla Walla, Wash.—License to cover CP (as modified), which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

Applications Tendered for Filing:

AM—1450 kc

WPOR Portland, Me.—Consent to transfer of control and assignment of license to Oliver Bcstg. Corp.

AM—790 kc

Federated Publications Inc., Lansing, Mich.—CP new standard broadcast station to be operated on 790 kc, power of [illegible] kw, directional antenna and unlimited hours of operation.

AM—950 kc

WSPA Spartanburg, S. C.—Consent to transfer of control of 350 shares of common capital stock owned by Donald Russell in licensee corporation to A. B. Taylor.

AM—590 kc

The Star Bcstg. Co. Inc., Pueblo, Colo.—Modification of CP to make changes in directional antenna pattern, for night use.

OCTOBER 30

FM—48.7 mc

Bernard Fein, New York—CP for a new FM broadcast station to be operated on 48.7 mc and coverage of 9600 sq. mi.—AMENDED: to change minor geographic coordinates and make changes in antenna system.

AM—1240 kc

WJTN Jamestown, N. Y.—License to cover CP which authorized installation of new transmitter.

AM—1280 kc

Rochester Bcstg. Corp., Rochester, N. Y.—CP for a new standard broadcast station to be operated on 1280 kc, 5 kw, directional antenna for day and night use and unlimited hours of operation. —AMENDED: re changes in directional antenna.

AM 1100 kc

WGAT Utica, N. Y.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to specify studio location.—AMENDED: to change transmitter location.

AM—1490 kc

WMTW Portland, Me.—License to cover CP (as modified,) which authorized a new standard broadcast station.

AM—1490 kc

WMTW Portland, Me.—Authority to determine operating power by direct measurement of antenna power.

AM—930 kc

WFMD Frederick, Md.—Authority to determine operating power by direct measurement of antenna power.

AM—680 kc

WLAW Lawrence, Mass.—Modification of CP which authorized increase in power, installation of new transmitter, changes in directional antenna for day and night use and change transmitter location, for extension of completion date.

AM—1360 kc

Puritan Broadcast Service, Inc., Lynn, Mass.—CP new standard broadcast station to be operated on 900 kc, 250 w and daytime only hours of operation. AMENDED: to change frequency from 900 to 1360 kc and change transmitter location.

AM—680 kc

Wolverine State Bcstg. Service, Inc., Detroit, Mich.—CP new standard broadcast station to be operated on 680 kc, 250 w and daytime only hours of operation.—AMENDED: re change in Directors, Officers & Stockholders.

AM—1050 kc

Northern Kentucky Airwaves Corp., Covington, Ky.—CP new standard broadcast station to be operated on 1050 kc, 250 w and daytime hours of operation. AMENDED: to change transmitter and studio sites.

AM—1300 kc

WKLX Lexington, Ky.—License to cover CP, as modified, which authorized a new standard broadcast station; Authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Mansfield Journal Co., Mansfield, Ohio—CP new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by FCC and coverage to be determined.—AMENDED: to change coverage from to be determined to 10,700 sq. mi., transmitter location, specify population as 923,000, type of transmitter, and make changes in antenna system.

AM—910 kc

Paul F. Braden, Middletown, Ohio—CP new standard broadcast station to be operated on 910 kc, 1 kw and daytime hours of operation.—AMENDED: re change in type of transmitter.

AM—760 kc

Dr. J. Kelley Robinson, J. S. Robinson and Hugh I. Webb d/b as Southeastern Bcstg. Co., Clanton, Ala.—CP new standard broadcast station to be operated on 1450 kc, power of 250 w and unlimited hours of operation.—AMENDED: to change frequency from 1450 to 760 kc, power from 250 to 500 w, hours of operation from unlimited to daytime, change type of transmitter and change transmitter site.

AM—1330 kc

Joseph Gardberg & Sam J. Ripps, d/b as Mobile Bcstg. Co., Mobile, Ala.—CP new standard broadcast station to be operated on 1330 kc, 5 kw day and night, directional antenna and unlimited hours of operation.—AMENDED: to change power from 5 kw day and night to 1 kw night and 5 kw day.

AM—1400 kc

WLCS Baton Rouge, La.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1070 kc

WHPE High Point, N. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter and approval of transmitter location.

AM—1450 kc

KOSA Odessa, Tex.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter location.

Transmitter Change

WBBM-FM Chicago, Ill.—CP to change type of transmitter and make changes in antenna system.—AMENDED: to make changes in antenna system.

AM—1400 kc

Milburn H. Stuckwish, Charles F. Bruce, and F. M. Lindsay, Jr., d/b as a partnership, Centralia, Ill.—CP new broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.—AMENDED: to change name of applicant from Milburn H. Stuckwish, Charles F. Bruce and F. M. Lindsay, Jr., d/b as a partnership to Illinois Bcstg. Co., change type transmitter, change transmitter and studio sites.

AM—1470 kc

WMBD Peoria, Ill.—CP to install directional antenna for night use and increase power from 1 kw, 5 kw-LS to 5 kw day and night and make changes in vertical antenna.—AMENDED: re changes in directional antenna.

AM—1290 kc

WIRL Peoria, Ill.—Modification of CP which authorized a new standard broadcast station to specify power of 5 kw and directional antenna for day and night use, change type of transmitter and change transmitter location—AMENDED: to change transmitter location.

AM—1440 kc

S. H. Patterson, Topeka, Kan.—CP new standard broadcast station to be operated on 1440 kc, 5 kw, directional antenna night and unlimited hours of operation.—AMENDED: re changes in directional antenna to be used day and night instead of night only.

AM—920 kc

Rochester Bcstg. Co., Rochester, Minn.—CP new standard broadcast station to be operated on 920 kc, 1 kw, directional antenna and unlimited hours of operation.—AMENDED: re change in directors.

AM—1490 kc

KOVC Valley City, N. D.—License to cover CP which authorized installation of new antenna and ground system and change transmitter location; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

WDSM Superior, Wis.—Voluntary assignment of license from WDSM Inc. to Ridson Inc.

AM—1340 kc

KGEM Boise, Ida.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1380 kc

KIDO Boise, Ida.—CP to increase power from 1 kw, 2½ kw-LS to 5 kw day and night, install new transmitter, directional antenna for day and night

(Continued on page 76)

They love us in Memphis!

MORE LISTENERS PER DOLLAR THAN ANY OTHER STATION

(SEE OUR HOOPER)

●

WHHM

The Mid-South's Only 24 Hour Station!

REPRESENTED NATIONALLY BY FORJOE & CO.

COME OUT FROM UNDER THAT BUSH (Ky.)!

Yes, *Suh!*—you can trim Bush (Ky.) off your coverage aims in Kentucky, and still do a top job with radio. WAVE's 5000 watts give you the *important* coverage around here — 51.9% as much retail sales as Kentucky's *total*. No, Suh!—you don't have to go out into the woods (or even the Bushes!) to do a good radio job in Kentucky. Write us—or ask Free & Peters for the whole story.

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

"DURANTE-MOORE SHOW"
FRIDAYS 8:30 P.M.
REXALL DRUG STORES
WWL 870 on Your Dial

WWL
New Orleans
shouts its shows
on car cards
throughout the year

Folks Turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts - Clear Channel
CBS Affiliate

Represented Nationally by
The Katz Agency, Inc.

Attention!

MUTUAL STATION PROMOTION MANAGERS

$1565 IN VALUABLE PRIZES

FOR BEST

STATION PROMOTION

OF

THE "Michael Shayne" SHOW

★ THREE $232 ZENITH RADIOS

★ THREE $135 PLATT LUGGAGE SETS

★ THREE $85 UNIVERSAL CAMERAS

★ SIX $35 ROD AND REEL OUTFITS

START NOW!

Stations are divided into 3 classes, and all Mutual stations, irrespective of size or established merchandising facilities, have an equal opportunity to win.

COMMITTEE OF JUDGES

Staff Members of Broadcasting Magazine:

Maury Long, Business Manager
Sol Paul, New York Advertising Manager
Bernard Platt, Director Readers' Service and Circulation
Winfield R. Levi, Promotion Manager

Send record of your promotion in scrapbook form to Mr. Harold M. Coulter, Manager, Audience Promotion, Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y. Contest closes Midnight, Dec. 14th. Winners announced Dec. 24th. For further information write to Mr. Coulter of MBS or Don H. Collins, Director of Advertising—

HASTINGS MANUFACTURING CO.
THE CASITE CORPORATION
HASTINGS, MICHIGAN

FCC Actions

(*Continued from page 75*)

use and change transmitter location.—AMENDED: to change name of applicant from Georgia Phillips, d/b as Boise Broadcast Station to KIDO Inc.

Application Returned:

AM—1340 kc

Dr. Dick Welch, Port Arthur, Tex.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation. (Incomplete).

Applications Tendered for Filing:

AM—1490 kc

Dewey J. Bailey, Harold P. Hunnicutt, and Frank G. McKenzie, d/b as Mountain Bcstg. Service, Princeton, W. Va.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1230 kc

Southern Bcstg. Corp., New Orleans, La.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation. (Request facilities of Station WJBW).

AM—950 kc

Houston Printing Corp., Houston, Tex.—Consent to assignment of license of KPRC and CP of KPRC-FM to Houston Post Co.

AM—950 kc

Houston Post Co., Houston, Tex.—Consent to assignment of license of KPRC and CP of KPRC-FM to The Houston Post Co.

AM—1450 kc

Tom C. Carrell, d/b as San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1400 kc

Missoula Radio Assn., Missoula, Mont.—CP for a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

OCTOBER 30

FM—92-108 mc

The Western Conn. Bcstg. Co., Stamford, Conn.—CP new FM broadcast station to be operated on 92-108 mc, as assigned by FCC and coverage of 3,933 sq. mi.—AMENDED to change class of station, type of transmitter and make changes in antenna system.

AM—1400 kc

Seaside Bcstg. Co., Atlantic City, N. J.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

FM—45.1 mc

WLIB Inc., Brooklyn, N. Y.—CP new FM broadcast station to be operated on 45.1 mc and coverage of 8430 sq. mi.—AMENDED: to change coverage from 8,430 to 10,850 sq. mi., population from 12,270,590 to 12,435,100, type of transmitter, studio location from New York to Brooklyn, New York, make changes in corporate structure and antenna system.

Modification of CP

WINX-FM Washington, D. C.—Modification of CP which authorized a new FM broadcast station to specify population of 1,554,032, coverage of 12,121 sq. mi., transmitter site, type of transmitter and specify antenna system.

AM—1230 kc

WIKB Iron Mountain, Mich.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—790 kc

Federated Publications Inc., Lansing, Mich.—CP new standard broadcast station to be operated on 790 kc, 1 kw, directional antenna and unlimited hours of operation.

AM—1340 kc

Ashbacker Radio Corp., Manistee, Mich.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.—AMENDED: to change frequency from 1490 to 1340 kc and make changes in ground system.

AM—1490 kc

Dewey J. Bailey, Harold P. Hunnicutt and Frank G. McKenzie, a partnership d/b as Mountain Bcstg. Service, Princeton, W. Va.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—910 kc

KRIO McAllen, Tex.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

AM—1340 kc

Monahans Bcstrs., Monahans, Tex.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.—AMENDED: to change name of applicant from Monahans Bcstrs to Monahanns Bcstrs.

AM—1010 kc

WSUA Bloomington, Ind.—License to cover CP (as modified) which authorized a new standard broadcast station and to specify studio location; authority to determine operating power by direct measurement of antenna power.

AM—570 kc

WNAX Yankton, S. D.—Voluntary assignment of license from WNAX Bcstg. Co. to Cowles Bcstg. Co.

AM—1340 kc

WEMP Milwaukee, Wis.—Involuntary assignment of license to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Executor of the estate of Genevieve S. Nesbit, Robert M. LaFollette, Jr., Rachel Young LaFollette, Hope D. Pettey, Evelyn H. Dolph, John Ernest Roe, W. Wade Boardman, Co-Partners, d/b as Milwaukee Bcstg. Co.

AM—1400 kc

WRJN Racine, Wis.—CP to install new antenna to support Mast for FM antenna.—AMENDED: to make changes in antenna.

FM—99.3 mc

American Bcstg. Co. Inc., Los Angeles, Calif.—CP new FM broadcast station to be operated on 43.1 mc, coverage of 21,024 sq. mi.—AMENDED: to change frequency from 43.1 mc to channel 257, 99.3 mc, coverage from 21,024 to 22,3 sq. mi., population from 3,320,125 to 3,330,556, minor changes in geographic coordinates and make changes in antenna system, change type of transmitter and specify station as class "B".

FM—Unassigned

The Voice of the Orange Empire Inc. Ltd., Santa Ana, Calif.—CP for a new FM (metropolitan) broadcast station to be operated on frequency to be assigned by the Chief Engineer of FCC and coverage of 1,356 sq. mi.—AMENDED: to change class of station, transmitter and studio locations, specify type of transmitter and make changes in antenna system.

AM—1490 kc

KRNR Roseburg, Ore.—License to cover CP which authorized installation of a new vertical antenna and installation of a new transmitter respectively; authority to determine operating power by direct measurement of antenna power.

Application Dismissed:

FM—104.9 mc

Tribune Printing Co., Beaver Falls, Pa.—CP new FM broadcast station to be operated on frequency channel 285, 104.9 mc, coverage to be determined. (Dismissed at request of applicant.)

Applications Tendered for Filing:

AM—1590 kc

Rafael Fuster, Guayama, P. R.—CP new standard broadcast station to be operated on 1590 kc, 1 kw and unlimited hours of operation.

AM—1570 kc

Furniture City Bcstg. Corp., Grand Rapids, Mich.—CP new standard broadcast station to be operated on 1570 kc, 1 kw and daytime hours of operation.

AM—1290 kc

KUOA Siloam Springs, Ark.—CP to change hours of operation from daytime to unlimited, change power from 5 kw to 500 w-5 kw-LS, and install directional antenna for night use.

Transfer of Control

Orlando Daily Newspapers, Inc., Orlando, Fla.—Consent to transfer of control of Conditional FM grant from General Newspapers Inc. to Martin Andersen, individually and as Trustee for Marcia Andersen (his daughter) and Jane Andersen (his wife).

AM—990 kc

Sandhills Bcstg. Corp., Southern Pines, N. C.—CP new standard broadcast station to be operated on 990 kc, 250 w and daytime hours of operation.

AM—720 kc

Charles H. Young, Anderson, S. C.—CP new standard broadcast station to be operated on 720 kc, 1 kw and daytime hours of operation.

AM—1190 kc

Continental Bcstg. Co., Atlantic, Iowa—CP new standard broadcast station to be operated on 1190 kc, 250 w and daytime hours of operation.

AM—1230 kc

Oral J. Wilkinson, Murray, Utah—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

Staff Members Named For WFRP in Savannah

PERSONNEL for the new WFRP Savannah, Ga., which opened Oct. 30, has been announced by James Wilder, general manager. Roy F. Zess, recently program director of WCFL Chicago, has been named assistant manager and program director. Al H. Evans, of southern stations, is commercial manager, with Emmy Lou Burns, of WTRY Troy and WATN Watertown, N. Y., as women's director.

Robert T. Finnegan, of WCFL, is sports director and James Hayes publicity and promotion director. William E. Behnken is chief engineer, Ray Wilkinson continuity chief and Mary Espinola traffic chief. Announcers are William Cannady, Walter Luce, Robert Jensen, Don Parker and Everett Hester.

Eversharp-FTC Pact

EVERSHARP Inc., Chicago, agreed by stipulation to cease and desist certain advertising practices in connection with fountain pens and pencils, the Federal Trade Commission announced Wednesday. Under terms of the stipulation Eversharp agreed to stop certain claims as to the gold content of its products and the so-called "self-blotting" properties of its pens, FTC said. Firm also will discontinue advertising implying that its pens and pencils have been recognized by any Government agency "for distinguished service" or "meritorious service."

Mexican Changes

MEXICO has notified signatory nations to the North American Regional Broadcasting Agreement of the following changes: On 560 kc, a new station at Tecate, B. C. (change in location; previously Mexicali, B. C.), and on 1010 kc a new station at Nogales, Sonora, with 250 w fulltime, Class II (change in class).

WSLI
JACKSON MISSISSIPPI

GRANTED
5000 Watts 930 K.C.

Soon, complete day and night coverage of Mississippi's expanding consumer market over WSLI — the "Double-Return" station.

AMERICAN BROADCASTING COMPANY

WEED & COMPANY
NATIONAL REPRESENTATIVES

OCTOBER 31

AM—1450 kc

WPOR Portland, Me.—Voluntary assignment of license from Centennial Bcstg. Co. to: Oliver Bcstg. Corp.

FM—98.1 mc

Crosley Bcstg. Corp., Cincinnati, Ohio—Modification of CP which authorized Metropolitan FM broadcast station to change name from "The Crosley Corporation" to "Crosley Bcstg. Corp. specify frequency as channel 251, 98.1 mc, coverage of 13,910 sq. mi., population as 3,388,900, transmitter site, type of transmitter and specify antenna system.—AMENDED: to make changes in antenna system.

AM—1410 kc

WING Dayton, Ohio—License to cover CP (as modified as reinstated) which authorized change in directional antenna for night use and change in transmitter location; authority to determine operating power by direct measurement of antenna power; license to cover CP which authorized installation of auxiliary transmitter, to be operated on 1410 kc and 1 kw power; authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WHAR Clarksburg, W. Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to change studio location.

AM—680 kc

Clearwater Bcstg. Co. Inc., Clearwater, Fla.—Modification of CP which authorized a new standard broadcast station for approval of antenna and transmitter location and to specify studio location.

AM—1240 kc

WENK Union City, Tenn.—License to cover CP (as modified) which authorized a new standard broadcast station and change studio location; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

Kelly Bell, Nacogdoches, Tex.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.—AMENDED: to make changes in transmitting equipment.

AM—1320 kc

KXLW Clayton, Mo.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, approval of transmitter location and specify studio location.

AM—1410 kc

WKBH LaCrosse, Wis.—License to cover CP (as modified) which authorized increase in power, installation of new transmitter and directional antenna for night use and change in transmitter location; authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

Tom C. Carrell, tr/as San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

Application Tendered for Filing:

AM—700 kc

R. A. Dowling Jr. and Owens Fitzgerald Alexander Dowlander Bcstg. Co., Dothan, Ala.—CP new standard broadcast station to be operated on 700 kc, 1 kw and daytime hours of operation.

Late Actions of FCC

OCTOBER 31

ACTIONS IN DOCKET CASES

AM—990 kc

Orlando Daily Newspapers Inc., Orlando, Fla.—Proposed grant of CP for new station on 990 kc, 10 kw daytime, 5 kw night, DA, subject to transmitter site and antenna system approval. Simultaneously proposed denying application of Frederick W. Mizer for new Orlando station on same frequency, 1 kw day and night, DA night.

AM—1340 kc

Georgia-Carolina Bcstg. Co., Augusta, Ga.—Proposed grant of CP for new station on 1340 kc, 250 w, subject to condition that applicant file within 60 days for modification of permit specifying antenna site meeting requirements of Standards of Good Engineering Practice and of CAA. Simultaneously proposed to deny applications of Voice of Augusta Inc., and the Augusta Chronicle Bcstg. Co., seeking same facilities.

AM—1070 kc

KHMO Hannibal, Mo.—Proposed grant of CP to change from 1340 kc, 250 w, to 1070 kc, 1 kw night, 5 kw day, DA. Simultaneously proposed to deny application of Monona Bcstg. Co. for new station at Madison, Wis., on 1070 kc, 10 kw, unlimited time, DA night, and application of Audrain Bcstg. Corp. for new station at Mexico, Mo., on 1340 kc, 250 w.

AM—800 kc

Ranulf Compton, d/b as Radio WKDN Camden, N. J.—Proposed grant of CP for new station on 800 kc, 1 kw daytime only, subject to reaffirmation of approval of proposed transmitter location and antenna system by CAA (applicant had requested 820 kc). Simultaneously, proposed to deny application of Camden Bcstg. Co. for new station at Camden on same facilities, and application of WHAT Philadelphia to change assignment to 820 kc, 1 kw daytime only and install new transmitter at new site.

AM—1480 kc

Edwin Mead, Rockford, Ill.—Proposed grant of CP for new station on 1480 kc, 1 kw unlimited, subject to approval of proposed antenna system and transmitter site by CAA; pending the availability of approved frequency and modulation monitors, Sections 3.55 (b) and 3.60 of the Commission's rules are waived. Simultaneously proposed to deny application of Radio Wisconsin Inc., requesting same facilities at Madison, Wis.

OCTOBER 31

RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the period ending Nov. 1, 1949: KLCN, KMPC, KIEV, WISR, WMAZ, and Aux., WMAQ, WEAF, WWL, WHAS, KXL, KOAM, KFEQ and Aux., KFUO, KGGF and Aux., KMMJ, KOA, KTRH, KUOM, WCAL, WGBS, WGN, WHCU, WHDH, WHEB, WJW, WKAR, WLAW, WLS, WNAD, WNYC and Aux., WOI, WOSU, WPIK, WPTF and Aux., WRUF, WSB, WSBA, WSON, WLW, WENR, WOR and Aux., WJZ and Aux., WHKK, WGY and Aux., WCCO, KSTT, WKAX, WDSC, KOWH.

The following stations were granted renewal of licenses for the period ending Feb. 1, 1949: KTOH, WSKB.

KLAC Los Angeles, Calif.—Granted renewal of license for the period ending May 1, 1949.

WOKO Albany, N. Y.—The Commission, on its own motion, ordered that the Special Temporary Authorization for the continued operation of WOKO be extended until 3 a.m., Feb. 1, 1947.

KFI Los Angeles, Calif.—Present license for main and aux. was extended on a temporary basis for a period of 60 days.

KHUB Watsonville, Calif.—Granted renewal of license for the period ending Feb. 1, 1947.

KSRO Santa Rosa, Calif.—Granted renewal of license for the period ending Nov. 1, 1948.

KOMA Oklahoma City, Okla.—The Commission, on its own motion, ordered the Special Temporary Authorization for continued operation of KOMA extended for a period of 60 days.

The following stations were granted renewals for the period ending Nov. 1, 1949: WJR and Aux., KTKC, KSKY, KGO and Aux., KQW, KPO, WBBM, WABC, KGU.

* * *

Licenses for the following stations were extended upon a temporary basis to Jan. 1, 1947: KIRO, KXA, WKRC, WEEU, WEW, WHB, WHDH and Aux., WJAG, WSM, WSOO, WHNC, WAIT, KFJZ, KTRB, KOB, WMGY, WBAP, WFAA, W5XIC, W9XJD, W2XWE-FAX.

Trends

(Continued from page 17)

larger stations—21% of 250-watters designated "NAB" as compared with 13% of stations of greater power. Analysis by dollar volume of respondents designating "NAB" confirms the greater feeling of dependence upon NAB among smaller stations. Eleven percent of stations in the over-$200-per-hour class placed responsibility on NAB; 17% in the $100-$199 class and 19% in the under-$100-class.

What does this inquiry reveal concerning station managers' opinions of radio listeners? Pointed to by only 10% of the panel as a retarding influence, listeners were regarded by 35% as having done most to stimulate good programming. Station managers' confidence in the public is further indicated by the fact that each element in the radio industry (stations, networks, sponsors and agencies) was judged more responsible for program improvement than listeners. In the "praise-blame" ratio shown in the table above listeners came out on top; agencies and sponsors at the bottom. On the basis of their answers to these questions, station managers do NOT seem to feel that their audience imposes serious limitations upon the development of better radio programs.

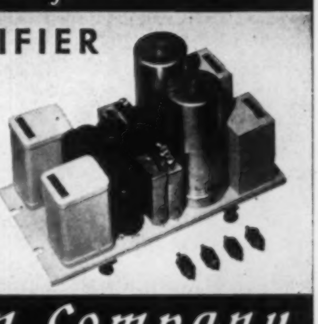
Four Join ABC

FOUR New Mexico stations, to be known as the New Mexico Group, will affiliate with ABC Dec. 5 as mountain supplementary stations bringing the network's total number of stations to 233. New affiliates are KOAT Albuquerque, operating with 250 w on 1450 kc and managed by Karl Lambertz; KTRC Sante Fe, managed by Edmond L. Souder and operating with 250 w on 1400 kc.; KGAK Gallup, operating with 250 w on 1230 kc and managed by Stanley K. Brown, and KFUN Las Vegas, operating with 250 w on 1230 kc and managed by E. N. Thwaites.

Worthy of an Engineer's Careful Consideration

TYPE 111-A AMPLIFIER

The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



The Langevin Company

INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK
37 W 65 St 23

SAN FRANCISCO
1050 Howard St 3

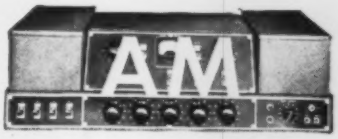
LOS ANGELES
1000 N Seward St 38

Western Electric

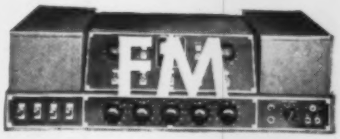
23C

SPEECH INPUT EQUIPMENT

for



and



The 23C is a complete high quality ac operated amplifier and control assembly in a compact table-top console *less than three feet long.*

Capable of serving one or two studios, the equipment provides facilities for program production or audition and monitoring.

Fingertip controls handle a choice of eight studio microphones or low level transcription tables, control room announce or talkback mike and four remote lines. Four of the low level and one remote line may be used simultaneously.

The 23C is particularly suited to the needs of the smaller AM or FM station—or for single studio operation. For details, see your Graybar Broadcast Equipment Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

Distributed by GraybaR

—QUALITY COUNTS—

Class

Once upon a time, way back in 1945, there was an independent tough-to-sell radio station whose representative sent in nothing but P. I. and yack-yack deals until the station manager felt that maybe, like Archie in Duffy's Tavern, he "shudda stood in bed". And then he appointed Rambeau to represent the station and now lookut!

"It pleases us to note from the figures so far this year, that we have received approximately $26,000 more national business than we did during the same months in 1945. Even more important to us than the amount of business is the class and type of advertiser you have interested in our station. Our sincere thanks and let's hope that we will be working together for many years to come."

Now there is a station manager after our own hearts. He not only works like heck to help us get business but he congratulates us, both on the quantity and the quality of the business we get. Definitely our type of station manager, and maybe a reminder to you that while we cannot do the same for just any station, we can do as much for any station that has a live wire manager on the job.

Maybe all the rest of those station managers should go on with their gin games and you live wire managers come on over and be

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES

CBS Sued

(*Continued from page 18*)

what the application of the criterion of the public interest requires in resolving this controversy, the Commission cannot acquiesce in the view of KRLD Radio Corp. and of CBS that the advertising of commercial goods or services may not be controversial," the FCC held.

"Without at this time passing on such factual issues as whether broadcast time has been unfairly denied or whether petitioner is an appropriate representative to press for the securing of time, it can at least be said that the advertising of alcoholic beverages over the radio can raise substantial issues of public importance," the opinion and order continued.

The Commission pointed out that non-consumption of alcoholic beverages was a "deeply-held conviction" with many persons as reflected "in the consistent effort to secure legislation in Congress wholly forbidding the advertising of alcoholic beverages over the radio."

"Whatever the merits of this controversy, which it is not our function to resolve, it is at least clear that it may assume the proportions of a controverted issue of public importance," the Commission concluded. "The fact that the occasion for the controversy happens to be the advertising of a product cannot serve to diminish the duty of the broadcaster to treat it as such an issue."

Continued to Refuse

Citing the Memorandum Opinion and Order in full, Messrs. Morris and Johnson said the FCC "rendered a decision, ruling and order in the case which ruled and decided against the correctness of the grounds of Columbia's said refusal, which decision, ruling and order was regularly made and duly served on Columbia" but despite that CBS "continued to refuse to follow the decision and ruling" by continuing to refuse to sell time to the plaintiffs.

Messrs. Morris and Johnson ask the court "to enforce, by mandatory injunction and otherwise, the said ruling, decree and order of the Commission in the exercise of the power vested in the court" under Sec. 401 (b) of the Communications Act.

Plaintiffs also cited what they termed the "Great Pronouncement" of the old Federal Radio Commission of Feb. 2, 1934, which said the Commission would "designate for hearing the renewal application of all stations unmindful" of their obligations "insofar as liquor advertising is concerned. . . . it is well known," wrote the FRC, "that millions of listeners throughout the United States do not use intoxicating liquors and many children of both users and non-users are part of the listening public. The Commission asks the broadcasters and advertisers to bear this in mind."

Messrs. Morris and Johnson contended that "in spite of the above warning, the commercialized liquor interests continued in their plan to enlist the youth and womanhood of America into the liquor-drinking habit and to get liberal radio time for their pro-liquor drinking broadcasts, and to have the station trustees adopt a 'closed door' and 'shut-out' policy on messages advocating non-drinking" in violation of various laws.

After citing profits allegedly earned by CBS since it was incorporated in 1927, plaintiffs concluded: "(1) Either the prices charged by Columbia for radio time are too high, or (2) More radio time should be devoted to the public interest on free sustaining time, and less time sold for commercial purposes." They seek an accounting by CBS.

Messrs. Morris and Johnson allege an "illegal and unlawful relationship" existed between CBS and Schenley Distillers Corp. Plaintiffs charge that CBS "illegally failed and refused to report to the Commission . . . frank and full statements concerning the relationships" between CBS and "outside interests."

"We are using CBS as a test suit," Mr. Johnson told BROADCASTING. "They have been the worst offenders." He said his group had not asked the network to "take off the liquor people" but merely to afford the prohibitionists equal opportunity to purchase "choice time."

He called attention to a survey in December 1945 by Benson & Benson for WHAS, which the petition says, shows in the Louisville metropolitan area Mr. Morris had "150% greater" listening audience than the Schenley Cresta Blanca wine program and 30% greater audience than the Schenley Roma wine broadcast. Mr. Morris had been on WHAS every morning for three years.

Mr. Morris in 1944 lost an attempt to protest the license renewals of WBAP Fort Worth, WFAA Dallas and KGKO Fort Worth-Dallas. When the FCC designated the three for hearing under the duopoly rule, Mr. Morris filed motions to intervene and enlarge the issues, but the Commission rejected his pleas.

When he filed the protest for Mr. Morris against KRLD in May 1945, Mr Johnson announced, "We will take this to the Supreme Court of the United States if necessary." Last week's action in Louisville was in keeping with that "promise," said Mr. Johnson.

The Supreme Court, by refusing certiorari in another case brought to force a station to sell time, sustained a three-judge circuit court of appeals which had held that a station is free to make its own choice of programs, to sell time as it sees fit and to allow free time on the same basis. That was in the suit brought in early 1945 by eight Fundamentalist church groups against WPEN Philadelphia to force the station to sell them time.

By unanimous decision the three-judge Third U. S. Circuit Court of Appeals sustained a District court and held: "A broadcasting station is not a public utility in the sense that it must permit broadcasting by whomever comes to its microphone."

STANTON ANSWER

CBS President Gives His Views to Affiliates

SHORTLY AFTER announcement last Wednesday that Rev. Sam Morris and Henry M. Johnson had filed suit for $33,063,048 against CBS, five of its stockholders, Schenley Distilleries Inc. and Schenley Distillery Corp., Dr. Frank Stanton, CBS president, issued the following statement to network owned stations and affiliates:

"As you may have seen, wire services today carried the story of suit filed against CBS in Louisville by prohibitionist Rev. Sam Morris and Henry Johnson. Morris and Johnson have been threatening this suit for nearly two years because we declined to sell them time and thereby break down Columbia's long-established policy for controversial discussion and for religious programs.

"Although we have not yet seen the complaint, our counsel have advised that there is absolutely no legal basis for their claims in view of the fact that we have repeatedly offered free sustaining time for the presentation of their cause. They have consistently refused the offers in order to maintain their alleged aggrieved position. Within the past 10 days Morris has turned down offer of four broadcasts over the Columbia networks.

"Desirable free network time has been welcomed by leaders in other fields throughout the country for discussion of controversial issues. In view of the fact that they prefer to settle the matter in court we are turning it over to counsel for legal disposition."

did you say KSFO
yes — on 5-6-0

Everyone likes music
KSFO
SAN FRANCISCO
represented by
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

Bannister

(Continued from page 20)

of program ratings. Yet, when I asked you, after your masterful presentation, if program ratings were in the offing, you made it quite clear that such was not your thinking.

Whatever the merits of BMB efforts to date may be, it is my humble opinion that what this business lacks and needs more than anything else is a system set up by the industry which will provide honest, accurate program ratings to be accepted by all the factors involved.

If BMB cannot fill this great need, I see only one remaining field of usefulness, that is the point brought out by Mr. Paul West, President of ANA, namely that BMB is a unifying influence, having brought together for the first time all the varying interests centered on broadcasting. However, I must say that as a paying subscriber, this consideration, important as it undoubtedly is, still is a rather frail reed on which to hang a contribution of $8,400.

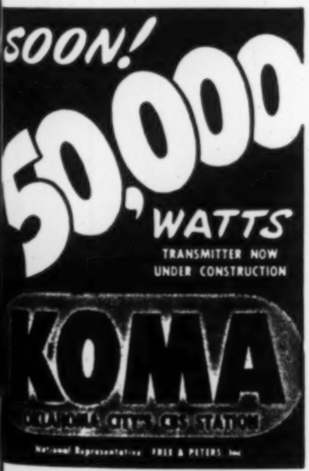
Also, I would be interested in knowing what percentage of WWJ's contribution was expended in securing coverage information, and what percentage went into such promotional activities as motion picture films, district meetings, bulletins, etc., designed not to measure audiences but rather to procure more subscribers.

In view of the fact that your own presentation had the widest publicity, I am sending a copy of this letter to the trade papers.

HARRY BANNISTER,
General Manager,
WWJ—The Detroit News.

Loeb Appointed

LESTER LOEB, former vice president of Charles M. Storm Co., New York, and who for 20 years previously conducted his own agency, has been appointed assistant to the president and general manager of Emil Mogul Co., New York.


SOON!
50,000
WATTS
TRANSMITTER NOW UNDER CONSTRUCTION
KOMA
OKLAHOMA CITY'S CBS STATION
National Representative FREE & PETERS, Inc.

Decontrol Not to Lift Prices, Says Cosgrove, Head of RMA

WITH SUPPLY of radios equal to consumer demand, OPA last week removed price control from radios, electric phonographs, components and tubes.

"OPA has removed radios from price control," the order stated, "on the basis that the supply of models that make up the bulk of production (table radios, table model radio-phonograph combinations and radio consoles) exceeds, or is in approximate balance with demand. (The models that are in short supply are the expensive combination radio - phonograph models.)".

Thus, the Radio Manufacturers Assn., representing about 90% of set production, won a long campaign to convince the OPA that the quantity of sets being produced justified decontrol.

More Sets Expected

R. C. Cosgrove, RMA president, said elimination of OPA controls "is beneficial to the public as well as to the industry and more radio sets will now be available."

"The public can be assured," he continued, "that the lifting of price controls from radio sets will not result in any general increase of prices to the consumer. Instead, the industry can now resume its normal, highly competitive prewar practices under which radio prices steadily were reduced, with quality improved."

Although dealers and distributors, queried as to the effect of decontrol, are planning no price increases on present stock, consensus was that when new shipments arrive, manufacturers' prices will be up. The expected mark-ups, with no OPA control left on such matters, will be passed on directly to the consumers, according to the middlemen. Increases are not expected for two or three months.

One of the main reasons given for the expected price increases was difficulty in securing components, cabinets and tubes.

Another reason for future higher prices, dealers and distributors said, was a possible concerted effort on the part of established manufacturers to produce higher quality sets than war-born "fly-by-night" plants.

"At first," a dealers' spokesman stated, "the superior quality of the receivers would necessitate a raise in price. But when the major companies get into quantity production on the higher quality sets, competition as well as consumer demand will probably bring the prices down again."

Most dealers and distributors are well stocked with AM table models. All are noticing an increased consumer demand for sets with FM as well as AM. Console radio-phonograph combinations are in short supply. Because of public insistence, no more consoles are being made without phonograph attachments. Television sets are extremely rare.

The trucking strike in New York has held up shipments out of New York, it was reported.

RCA Earnings

RCA last week reported net earnings for third quarter of 1946 to be $2,560,029 as compared with 1945 earnings during corresponding period of $2,527,280. Preferred dividends will use $788,200 of net earnings, leaving $1,771,829 to be divided for common stock.

BMB Parallel

(Continued from page 20)

plotted against share-of-audience figures there was again a fairly close relationship which, in tabular form, works out like this:

BMB Percentage	Station Share of Audience	
	Day	Night
10	1	2
20	2	3
30	3	4
40	4	6
45	5	7
50	7	9
55	8	10
60	10	13
65	13	15
70	16	18
75	19	22
80	24	27
82	26	29
84	28	31
86	31	33
88	33	36
90	36	38
92	39	41
94	43	45
96	47	48
98	51	52
100	55	56

This table, he said "is a rough approximation and should soon be replaced by more refined computations; the translation formula will vary by areas and stations." He urged BMB to "concentrate on refining this translation formula so that we may soon expect circulation coverage figures and share-of-audience data for any station and county."

Taking station X in county A, he chartered the pertinent data as follows:

	DAY	NIGHT
1. Number of radio families	200,000	
2. BMB coverage	160,000 80%	190,000 95%
3 Station share-of-audience	24%	46%
4. Average percent sets-in-use	25%	40%
5. Average station rating (No. 3 x No. 4)	6%	18.4%
6. Average number of families listening to this station at any time (No. 5 x No. 1)	12,000	36,800

Dr. Zeisel concluded by repeating his earlier statement: "Present BMB data are a first approximation, station share-of-audience is the second approximation to the ultimate goal of perfect ratings."

Class

WMEX, Boston—The classiest all-round sports reporting in the Hub City is done by WMEX. Hockey, horse-racing, boxing, wrestling, basketball—plus "Sports Highlights" by Frank Fallon. Card rate plus a little grocery money for Frank. The sports fans tell us he's good!

WAGC, Chattanooga—"Talent Parade"—an unusual amateur show—Friday night—7:30 to 8:00 o'clock. In cooperation with the music teachers in Chattanooga. No talent charge—only cash prize money and $20.00 for special announcers.

KFBC, Cheyenne—"Hour of Music"—there's a lot of class to KFBC's "Hour of Music" at 3:30 to 4:30 P.M. That's the time to catch the housewife between meals and chores with plenty of time to listen. Bill Grove says it's good and Bill knows a lot of radio.

KMYR, Denver—Alan Courtney's "Campus Club" is certainly in a class by itself to reach those high-school and college youngsters. They must be listening 'cause they write a lot of letters. It's participating. Easy to buy!

WHN, New York—"Husing's Bandstand" on WHN is the biggest thing in the big town! It's big time! It's Husing! And there's still a strip left for the right account. Ask us!

KSAN, San Francisco—A new audience study in San Francisco shows KSAN as still the best listeners-per-dollar buy in the Bay Area. That's gold in them thar hills, podner!

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES

The Winning Time

is the Time You Buy on

WINR

BINGHAMTON, N. Y.

•

N.B.C. in the Triple Cities

HEADLEY-REED
National Representatives

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

RCA Color

(Continued from page 18)

resenting red, blue and green. From this "trinoscope" the three colored images are optically projected into a composite, natural color picture filling a screen 15 by 20 inches. The system is a simultaneous one, in contrast to the sequential system of transmission, color by color, utilized in mechanical color television transmission.

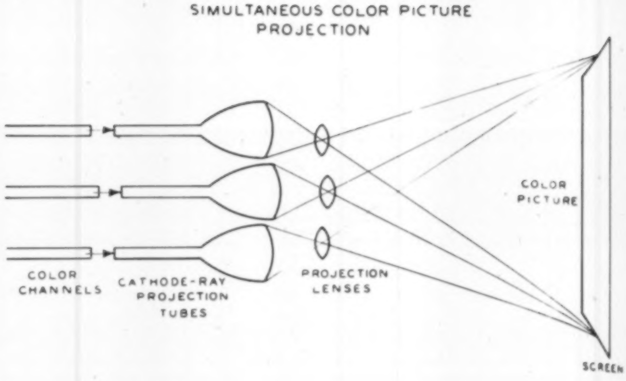
Details of the way in which live programs will be televised with the all-electronic system were not divulged, RCA engineers saying merely that there are a number of methods which might be used. The same technique as for slides or film might be used for studio programs, they said, with kinescopes replacing the usual studio lights. It is believed more likely, however, that when RCA demonstrates live pickups in color the method employed will be a lens-mirror system similar to the Thomascolor process [BROADCASTING, Oct. 28].

An additional advantage claimed for the RCA system is that its adoption will not immediately make all black-and-white receivers obsolete. Since the electrical characteristics and all standards of the green image, including the synchronizing pulses, are identical to those of the present black-and-white standards, any broadcasts of this simultaneous color system can be received on black-and-white receivers through the addition of an inexpensive radio frequency converter, with no modifications required inside the set.

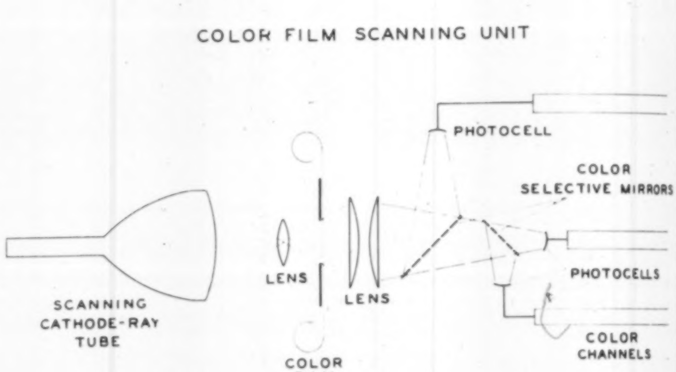
Dr. E. W. Engstrom, RCA vice president in charge of research, who conducted the demonstration, said that there is no known system of mechanical color that will permit reception of color broadcasts in monochrome on a black-and-white set such as can be done with the RCA system. He estimated that the cost of the converter will be $25 or $35.

"Improved tubes are the secret of the system," Dr. Engstrom declared, adding, "we didn't have them a year ago." It was explained that the RCA process which in essence is a return to the "flying spot" technique used in the early days of television, requires cathode-ray tubes of intense brilliance and with a minimum of retentiveness. Earlier tubes, which held each spot for a longer period, would cause a blurring in color transmission, engineers said.

Three receivers were used in the demonstration, the central one reproducing all pictures in black-and-white, those on either side reproducing them in full color. Color quality was very good and the images on one color receiver were completely flickerless. There was a slight flicker on the other model, which Dr. Engstrom explained as due to a hum in the set which had been recently built and was not completely adjusted.


SIMULTANEOUS COLOR PICTURE PROJECTION
COLOR PICTURE
COLOR CHANNELS
CATHODE-RAY PROJECTION TUBES
PROJECTION LENSES
SCREEN

IN CONTRAST to black-and-white television in which a cathode-ray camera tube views the picture and converts it into electrical signals, the RCA electronic color process uses the cathode-ray tube as a light source, its face presenting an imageless scanning surface. Light from the tube passes through a focussing lens to a color film carrying the picture and thence through further lenses to three color selective mirrors. Each mirror focusses a one-color picture onto the appropriate photocell, which turns the visual rays into electrical signals for broadcasting.



AT THE receiving end each color channel feeds its signal into a cathode-ray projection tube where the signal is turned back into a one-color image. The three images are projected through three lenses which focus them simultaneously onto a viewing screen where they are combined into a full-color picture.

Movies Not So Good

Following the slide demonstration 16 mm motion picture of live models and a Disney cartoon were shown. Color quality of these was not so good as for the still pictures, but Dr. Engstrom said that the engineering schedule does not call for a demonstration of motion pictures for another three months and that last week's showing was to be considered as a look at work in progress and not as a finished job.

Dr. C. B. Jolliffe, executive vice president in charge of the RCA Laboratories Division, declared that this all-electronic color system of television is so superior to any mechanical system as to take the issue of color completely out of the range of controversy.

"The problem is no longer how to transmit and receive color pictures by an all-electronic method, because the basic principles have now been solved," he said. "The problem that still challenges is how to operate television broadcasting as a steady and regular service to the public on the higher frequencies, whether in black-and-

MEASURE
YOUR ADVERTISING DOLLAR ANY WAY YOU LIKE

KDYL

AS UTAH'S POPULAR NBC STATION

IS YOUR BEST BUY

JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

white or in color. To open the high-frequency spectrum and to make it commercially useful will require propagation studies under broadcasting conditions, development of new circuits, new tubes and new cameras, all of which must be field-tested before commercial standards can be recommended by the industry for approval by the FCC.

"Although we have solved the all-electronic color television problem, it will require a number of years to establish color television as a service to the public," said Dr. Jolliffe. "What we have done today is to demonstrate the realization of the principle of simultaneous electronic color television. The apparatus used in the demonstration is purely experimental as developed in the laboratories. It is not commercial equipment, but it reveals that the American people will be assured of the finest color television instruments in the future as they now have in all-electronic black-and-white television.

UHF Tests Needed

"Let me emphasize that the most important fact to remember in regard to color television is that any commercial system, whether it be mechanical or electronic, depends upon the ultra-high frequency spectrum in which the necessary band width for color exists. No matter how far the development of the principle and the apparatus has gone forward, there must yet be complete exploration and tests in the field of the behavior and limitations of ultra-high frequencies. We expect to complete our development of electronic color television apparatus before the ultra-high frequency spectrum is made ready for its use in a commercial way.

"This demonstration, therefore, es not change the time period estimated by us in December, 1945, that it would require five years to ing a color system to the present position of black-and-white television."

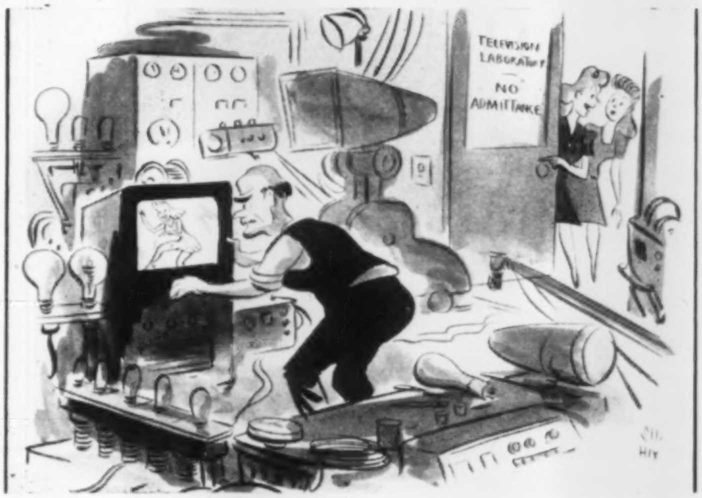
RCA's timetable for demonstrations of color television is divided into five stages, Dr. Jolliffe revealed. The first was last week's demonstration of still pictures from color slides. Next within three months will come a demonstration of motion picture film. Live action scenes will be shown by the middle of 1947 and outdoor action scenes by the latter part of that year. In 1948 RCA will demonstrate large-screen theatre-size color television.

The development of all-electronic color television is not the work of any one man, Dr. Jolliffe said, but is the result of team-work among the scientists and research men of RCA Labs. He termed their achievement "a coordinated and concentrated attack by scientists which writes a new chapter in television and industrial research."

Niles Trammell, NBC president, expressed pleasure as a broadcaster over RCA's achievement of electronic color. "We are mindful," he said, "that the new apparatus must be built and field-tested before color television can be brought to the home in a state of practicability to serve the public. In this task our engineers with their practical knowledge of broadcasting, will cooperate in every way with the scientists. We will include the new RCA electronic system in our plans to establish nationwide television, for this practical color system can be fitted into an expanding service."

CBS, advocate of the immediate adoption of its mechanical system of video color, made no immediate comment on the RCA demonstration which no CBS representative has yet seen. RCA has, however, shown its electronic color process to its licensees and to representatives of the FCC and General Sarnoff said that it will be shown to the Industry Planning Board. Asked if that would include Dr. Peter Goldmark, in charge of the development of the CBS color technique, General Sarnoff laughed and answered that Dr. Goldmark would, of course, be included.

Showdown on the relative merits of the all-electronic and the color systems of producing video color is expected to come during the hearing on standards for color television which the FCC has set for Dec. 9 on the application of CBS [BROADCASTING, Oct. 14].



Drawn for BROADCASTING by Sid Hix

"He's trying to devise combination color and black and white television."

RCA reproduced this cartoon, first published in BROADCASTING, Oct. 7, to open its demonstration of all-electronic color television which, with a $25 to $35 converter, may also be received in black and white on standard receivers, fulfilling the goal of Mr. Hix's scientist.

COLOR SLIDE television camera developed by RCA for its all-electronic color television system is being inspected by Ray D. Kell, head of television research section of RCA labs. Light beams from the kinescope are focussed through the slide and separated into component colors by mirrors, which pass the rays to photoelectric cells.

Scholastic Series

WIBG Philadelphia has started a program featuring extra-curricular activities of high schools and colleges in the station's listening area. Programs feature glee clubs, dramatic groups, debating, and other scholastic units. Nineteen colleges and several hundred schools are taking part.

DOING A PEACH OF A JOB

KFXJ
GRAND JUNCTION
920 KC 1000 WATTS
MUTUAL

SERVING THE RICH FRUIT BELT OF WESTERN COLORADO

YOU MAKE SALES..
WHEN YOU BUY SPOTS
ask a John Blair man
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

KFRE FRESNO
Sells more Profitably
A RODMAN RADIO STATION
KFRE-KRFM Fresno
REPRESENTED BY JOHN BLAIR & CO.

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

JOS. WEED & CO.,
350 Madison Ave., New York.

They also know about our new
5000-WATT TRANSMITTER

CHNS
HALIFAX NOVA SCOTIA

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

WHAT A DIFFERENCE!

Some radio stations do an ordinary job of selling. Others stand out as volume producers. WAIR is known far and wide for its ability to influence a maximum audience.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

CORNY?
WIBW ADVERTISERS DON'T THINK OUR METHODS OF SELLING TO FARMERS ARE CORNY. NOT WHEN THEY CHECK SALES FIGURES IN KANSAS AND NEARBY STATES.

WIBW The Voice of Kansas in TOPEKA

Felix

(*Continued from page 20*)

heights of exaggeration than the more conservative CBS questions but I do not believe a mere quibble over questionnaire wording will materially improve the validity of this technique. Like the fisherman, there is no truth in the listener; he can't even tell you accurately what he listened to fifteen minutes ago, as Hooper's earlier statistical victories over the CAB recall technique quite effectively proved.

Ever since I first published a proposal for a "Radio Bureau of Circulations" in 1927, suggesting a combination of listener and field strength study, there has been ample evidence that radio managements want a reasonable, valid and uniform area claim. Their support of BMB clearly supports this view. But stations will not again support anything remotely resembling BMB in technique. The time buyer wants to know the area in which a radio station is an *effective selling tool,* where it has a *normal and regular reliance* and *where it can be influential in promoting the interests of sponsors.* All that Georgia response from New York stations and that Oregon claim by Los Angeles stations is just a lot of LSMFT to the competent time buyer and to the intelligent station salesman. All the beautiful network maps showing coverage of 3071 out of 3072 U. S. counties are nice for hanging in the office and for the edification of big shots and stuffed shirts. But time buyers know that the real business is done by stations only in those areas where they are among the topnotch physical deliveries; the area beyond is mere bonus, receiving only sporadic, irregular and advertisingly valueless accidental service.

BMB claims to have explored the posibilities of combining physical and listener investigation. In spite of its self-styled expertness, it considered only the equal field strength contour map, discarded in 1935, as having no listening significance or correlation. In that year, a group of leading agencies financed an extensive field survey which I carried out to investigate the disparity between fixed millivolt contours and listener response in the hope of defining new and significant contours. But my finding was that there is no fixed millivolt standard to area of significant utilization because the *prevailing available service* varies in all areas. *The listener chooses his programs from among the best physical deliveries available to him and no commercially significant proportion of total audience is ever earned anywhere by a station which is not also among the best available physical deliveries.*

The prevailing service standard is the line at which a station begins to be materially outranked by six or more competitors. The actual field strength varies at each point along the contour in accordance with the prevailing available services there. A prevailing service area map, made of a leading 50 kw station in the New York area, showed a surprising range of field strength values indicative of the prevailing service area along the contour. The measured field strength ranged all the way from 3.0 mvm down to values as low as 0.200 mvm in directions which had little or no nearby service sources. The value of 0.200 mvm will be recognized as being far below any technical engineering standard. In areas having less congestion of stations, it is quite conceivable that the prevailing service standards may fall even below this 0.200 mvm value.

Subsequent to the 1935 investigation, more than half the agencies billing over a million in radio and all the leading networks subscribed to a service which, at a cost of over $1000 a year, provided them with information as to the stations meeting the prevailing service standard in all population centers of the U. S. The technique involved and the methods underlying the prevailing service area map were described in the July 1944 issue of the Proceedings of the Institute of Radio Engineers.

Let's get down to business in radio area claims and sell only that area where delivery is sufficiently effective to be both competitive in quality and normally sampled; within that area, there will be a reasonable number of competitors and not the considerable number erroneously indicated through the listener claim method. Establish your commercial effectiveness within that conservatively claimed area by spot listener checks in limited geographical units (areas much smaller than counties in most instances) with sufficient sample to command respect. Continue, if you wish, to range all over the map on the BMB basis to define your maximum sporadic coverage, but present that finding only for what it is worth to show bonus and accumulated peak performance. What excuse is there for more than ten or fifteen stations to a network if, as listeners claim, that is all it takes to reach all the U. S.?

I know there is nothing new about this dual listener and coverage survey doctrine because I have been selling it to time buyers since 1935. There is too much at stake to permit BMB to wither because it has gotten off to a bad start. Its paid staff did a bang-up job and set up a competent working organization. There isn't a whole lot that can be done to repair the 1946 survey; let's concentrate on developing a BMB technique for 1948 that combines physical and listening research, shows the optimistic maximum by listener research and the normally useful area by reliable and valid physical research. Establish extent of station use within that guaranteed area by accurate spot listener surveys. About the only stations that won't stand behind that approach are those having neither useful coverage nor program following. BMB could do that job effectively at a cost comparable to present methods because of the substantially reduced cost of selected spot surveys over the attempt to appraise what everybody does in every county of the U. S.

EDGAR H. FELIX.
Jackson Heights, N. Y.

NEW MANAGING DIRECTORS of Fort Industry Stations were announced last week [BROADCASTING, Oct. 28]. They include: (l to r): Allen Haid, who has been managing director of WHIZ Zanesville, Ohio, and named managing director of WMMN Fairmont, W. Va.; Stanton P. Kettler, former head of WMMN and WHIZ, now managing director, WGBS Miami, Fla.; Robert J. Kerns, WHIZ sales manager, who becomes managing director of that station; James E. Bailey, account executive and sales manager of WAGA Atlanta, Ga., now WAGA managing director.

AFRA Local Elects

CARLTON KaDELL, announcer, has been re-elected president of Hollywood local of AFRA. Others elected were: George Backus, first vice president; Ken Carpenter, national AFRA president, second vice president; William Gould, third vice president; John Heistand, fourth vice president; Eric Snowdon, recording secretary; Stanley Farrar, treasurer. Board members include John Brown, Gale Gordon, Elliott Lewis, Frank Nelson, Earle Ross, Lurene Tuttle, Frank Barton, Ken Carpenter, Arthur Gilmore, Carlton KaDell, Raymond Clark, Ray Linn and Roy Erwin.

Transcription Firms Bow to Petrillo

Agree to Pay 50% Wage Increase for Music; No Contracts

RADIO TRANSCRIPTION manufacturers last week bowed to James Caesar Petrillo's demands and gave the American Federation of Musicians' president "gentlemen's agreements" that they'd pay his 50% wage increase.

Just before the expiration of a Petrillo ultimatum to meet the demand "or else," the companies agreed to the general 50% salary boost. A fortnight before the music czar had issued his fiat to 20 representatives of transcription companies at negotiation meetings in Chicago [BROADCASTING, Oct. 28].

He wanted the companies to let his New York office know by 2 p. m. Oct. 26 whether they would accept his "rock-bottom" terms of 50% wage increase for musical performances in all kinds of transcriptions—open-end, spot, custom-built and library. Just before the deadline Mr. Petrillo himself announced in Chicago that "all" of the transcription companies had agreed to his demands and that the agreement would be signed "Monday in New York."

"Whipping Boy"

The companies had pleaded that Mr. Petrillo was using them as a whipping boy to exercise his rage at radio in general. A week before, they reminded him, he had settled with the record industry for 37½% increase and that the record firms would be contributing to the AFM proportionately less than the transcription companies. But Mr. Petrillo stuck by his 50% increase, although earlier he had hinted he might settle on the same terms as he did with the "record boys."

Among the companies named by Mr. Petrillo as having "accepted" his terms were NBC Radio-Recording Division, Empire Broadcasting Corp., Lang-Worth Feature Programs and Central Transcription & Recording Co.

At his New York headquarters, spokesmen refused to name the companies which had acceeded to the demands, although transcription representatives said that all major firms had complied. The wage agreements were said to be of an informal kind, without written contracts or signatures.

A Petrillo spokesman said that if any written confirmation of the verbal agreements become necessary, it probably would be in the form of an exchange of "routine" letters between the transcription companies and the AFM. The wage agreement is retroactive to Oct. 20, 1946, when the old pact expired, and remains in force through Dec. 31, 1947, when Petrillo's contract for "unemployment relief" fees expires.

Terms of the new pact are understood to be these:

For each 15 minutes or less of recorded music to be on one side of the disc with or without commercial continuity or announcements, the rehearsing and recording of which does not exceed one hour, per man, the rate was increased from $18 to $27. For overtime in rehearsal for each 15 minutes or less per man the rate was increased from $3 to $4.50. If 15 minutes of recording is finished and an additional recording is made the rate for each five minutes or less of recorded music per man is an extra $9; this rate formerly was $6. For each such extra five minutes of recorded music 20 minutes may be used for recording and rehearsal. The leader of the orchestra in all cases receives double the amount.

City College Gives Rules For 1946 National Awards

RULES and procedure were outlined last week by City College of New York by which broadcasters may compete for the National Radio Awards of 1946, to be presented in conjunction with the college's Third Annual Radio and Business Conference. Plaques and certificates of merit will be given for outstanding skill and craftsmanship in the creation of radio programs and promotion campaigns.

A Committee on National Radio Awards, composed of trade press representatives, will judge entries from the two fields according to class and category divisions. In each category entries will be identified in judging according to respective classes: A—sponsors, advertising agencies and program producers; B—100-250 w stations; C—500-1,000 w stations; D—1,000-10,000 w stations; E—stations of more than 10,000 w; F—regional or intrastate networks; G—national networks.

Categories

The categories, grouped under creation of radio programs and promotion campaigns, are: I—creation of a direct-selling, sponsored program; II—creation of an institutional, sponsored program; II—creation of a public service program; IV—creation of sponsored spot announcements of one minute or less; V—promotion by a sponsor, advertising agency, program producer of a sponsored, national program; VI—promotion by a sponsor, advertising agency or program producer of a sponsored, regional or intrastate program; VII—all-over station or network promotion; VIII—station-created or network-created promotion of public service program; IX—station-created or network-created promotion of a program which is either sponsored or designed for sponsorship. Both live and transcribed programs are eligible.

A certificate of merit will be awarded to the entry of outstanding accomplishment in each of the classes established for the nine categories. The entry or entries of a firm judged superior to all others in a class, regardless of category, will be awarded a plaque.

Chairman of the judging committee is Dr. John Gray Peatman, CCNY associate dean. Judges are: Paul Ackerman, radio editor, *Billboard;* Reginald Clough, editor, *Tide;* Victor Dallaire, radio editor, *Printers' Ink;* E. W. Davidson, director of consumer relations, *Sales Management;* Joe Koehler, editor, *Sponsor;* Lawrence M. Hughes, executive editor, *Advertising Age;* Bruce Roberson, senior associate editor, BROADCASTING; George Rosen, radio editor, *Variety;* M. H. Shapiro, managing editor, *Radio Daily*.

Entries must include a statement of purpose or objectivity of the program or promotion campaign; summary of pertinent data and any other evidence indicative of the entry's success in accomplishing its objective or purpose; if programs, a transcription of one or more broadcasts; if promotion campaign, an exhibit explaining activities and examples. Deadline is Jan. 31, 1947. Entries (prepaid $5 each) should be addressed to Dr. John Gray Peatman, Chairman, Committee on National Radio Awards, Third Annual Radio and Business Conference, City College School of Business and Civic Administration, 17 Lexington Ave., New York 10.

Doctor Tests Radio

THE AID of radio in providing an improved medical service to rural areas will be tested by Dr. George J. Weems, Huntingtown, Md., under an Experimental Class 2 radiotelephone grant announced by FCC Thursday. The Commission said the grant was the first of its kind in the mobile service individual-user system. Meanwhile, construction permits for Experimental Class 2 radio stations to test radiocommunications systems in the operation of 1,000 Los Angeles and 600 San Francisco taxicabs were issued to Yellow Cab Co., which has similar tests in progress in other cities.

WCKY
the 50,000
watt voice
of Cincinnati

your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE
WHBQ
W. H. BEECLE
Memphis E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

audiodisc
Fine transcriptions
are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

BBM shows that CKNW
has Primary Coverage
of New Westminster,
Vancouver and the
Fraser Valley.
CKNW
NEW WESTMINSTER, B.C.

5
horsemen
discovered
it...

KTBC
uncovers
it...

One hundred years ago the five men appointed to select the ideal site for the future capital of Texas, executed their mission with great foresight. The unlimited possibilities they saw in the limestone hills, the potential water supply, and the fertile lands . . . have been realized. Today . . . Austin is a well-planned, steadily growing city . . . a solid market . . . a market YOU CAN UNCOVER THROUGH KTBC.

CBS KTBC

5000 WATTS
590 KC.

THE BIGGEST SHOW IN TOWN

REPRESENTED BY
TAYLOR - HOWE - SNOWDEN
BMB Radio Sales CBS

Georgia Institute Will Hear Reinsch

Willard and Other Speakers Are Named for Meet

J. LEONARD REINSCH, general manager of Cox stations, and radio adviser to President Truman, and A. D. Willard Jr., executive vice president of NAB, will be among featured speakers at the first Georgia Radio Institute of the Georgia Assn. of Broadcasters, Nov. 21-22, at the U. of Georgia, Athens.

Dean John E. Drewry of the Henry W. Grady School of Journalism, U. of Georgia, which is cosponsor of the gathering, announced the complete program last week. "Legal Aspect of Radio" will be discussed by Horace Lohnes, Washington attorney, and Sol Taishoff, editor and publisher of BROADCASTING, will talk on "Radio's Past." Following Mr. Taishoff at the morning session, Nov. 22, Mr. Willard's subject will be "Radio's Future."

Mr. Reinsch, who will be luncheon speaker, Nov. 22, will take as his subject, "Radio in Public Service." The afternoon session, devoted to "The Business of Broadcasting," has been organized around a number of 15-minute talks on production, sales and promotion, each to be followed by a short discussion period.

The institute will open the afternoon of Nov. 21 with a GAB business session, which is to be followed by welcome addresses, a "Get Acquainted" reception, and general discussion of educational radio. As the final event of the meeting Nov. 22, Dean Drewery will make a summation address.

Speakers and their subjects:

FRIDAY, NOV. 22

9:30 a.m.—University Chapel—Sol Taishoff, editor and publisher, BROADCASTING, "Radio's Past"; A. D. Willard Jr., executive vice president, NAB, "Radio's Future"; Horace Lohnes, Washington attorney, "Legal Aspects of Radio".

1 p.m. — Luncheon — J. Leonard Reinsch, general manager, Cox stations, "Radio in Public Service."

2:30 p.m.—John Outler, general manager of WSB Atlanta, presiding.

PRODUCTION

Douglas D. Connah, director, radio department, Tucker Wayne & Co., "Copy."

Irvin Abeloff, general manager, WLEE Richmond, "On the Air."

SALES

Frank Pellegrin, director of broadcast advertising, NAB.

Hanque Ringgold, Edward Petry & Co., station representative.

PROMOTION

Tom Connally, promotion director, CBS.

E. P. J. Shurick, promotion manager KMBC Kansas City.

S & W on 41

S & W FINE FOODS, San Francisco, Nov. 4 starts Mel Venter's *Pictorial* on 41 Pacific Coast Don Lee stations three times weekly 9:15-9:30 p.m. PST for 52 weeks. Program is broadcast from KFRC San Francisco. Mr. Venter is production manager of the station. Agency is Brisacher, Van Norden & Staff, San Francisco.

A Word to The Wise is Sufficient

ALBERT L. WARNER, head of MBS' news bureau in Washington, speaking Oct. 29 over WOL, the network's Capital outlet, declared:

A debate of historical consequence opened in the House of Commons in London today—a debate on freedom of the press.

A Labor member of Parliament, Hayden Davies, who is also a reporter for the liberal tabloid newspaper, the *London Star*, introduced a resolution for a governmental investigation of the press.

His resolution was sponsored by other Laborite MP's in the House of Commons.

Mr. Davies claimed that small independent newspapers were being squeezed to extinction and financial monopolies were gaining control of the press.

There is no doubt that newspapers in Britain and also in this country will watch this agitation in the House of Commons with a good deal of trepidation. When a government begins to regulate financial set-up and ownership of newspapers, it is not likely to stop short of having an effect also on editorial policy. In the pre-war press of France and the current press in Russia, we see what evil a government can foster.

In the days of the late President Roosevelt, there were mild jitters here in newspaper circles over the pokes which the President occasionally took at the press. I remember he would absolve those of us who were reporting the White House news, but the headline writers, the editorial writers and the owners would frequently come in for his criticism.

In this country, as well as in England, in the last fifteen years, there has been a consolidation of newspapers which has reduced their numbers and hence the number of their owners in cities of every size. This is the result of an economic trend. A tight concentration of ownership with a few publishers owning great chains of papers, is not in the public interest. Publishers no doubt see that themselves.

But a prime test of the present system as far as news is concerned is whether the American public in general is getting all the facts without suppression and without influence by financial and advertising interests.

The bulk of our news comes from press associations, the AP, the UP, and the INS, which are the best news gathering organizations in the world. I have never seen there any deliberate distortion or suppression of essential facts. Nor does a big newspaper have to make concessions to a misguided advertiser.

But regardless of the press the American people have less to worry about than the English people over monopoly in the presentation of the news. For every newspaper in this country which has gone out of business in the last 15 years, one, two, three or more radio stations have taken its place, all of them devoted to presenting news as part of their programs.

In England there is but one owner of the radio—the government. Here in Washington alone there are six radio stations with six different ownerships, four of them separate from Washington newspaper ownership. [Editor's Note: WQQW, seventh Washington standard station, is now under construction as a separate corporation. Mr. Warner's statement also does not include the nine FM and four TV grants in the Capital.]

The days of competition and diversification of ownership in organizations presenting news are still with us. The blight of governmental interference is happily no threat at present in the United States as it seems to be in England.

Dr. LeGear Places

DR. LEGEAR MEDICINE Co., St. Louis, has started its fall campaign in 92 markets using quarter-hour *Alabama Jubilee* recorded hillbilly show and spot announcements. Signed for program are following: KUOA KFXJ WINK WTMC WDLP WAGA WGAU WMOG WMJM WBLJ WMLT WGGA WLAG WAYX WMVG WLBC WHO KVAK KGNO KIUL WLBJ WHAS KWKH WAGM KMMJ KHAS KODY WHDF WDBC WJMS WTCM WKLA WROX WCBI WJPR WFOR WMIS WQBC WLNH WALL WSLB WHAM WNBZ WNCA WFIN WMRN KASA WCED WDAD WKRZ WMAJ KOVC KWAT KMBU KTRH KCRS KVOP KOAL WSYB WWSR WRVA WMGA. Stations using spots include: KMA WHAM WLW WDEF WSM KWFT WOAI KBST KBWD KGVL KTHT KPLT KABC KTEM WACO WCHS KGKV WBRW WBTH. Renewals include: WJJD WIBW WWL WBT KVOO WSM WFAA WBAP WWVA. Agency is Simmons & Simmons, Chicago.

Plans 18 CBS

PORTRAIT Corp., Minneapolis (cold wave home permanent), Dec. 20 for 52 weeks starts audience participation program, *Free for All*, on 18 CBS western stations, Sat. 11:30-12 noon (PST). Agency is Manson-Gold Adv., Minneapolis.

FCC Jurisdiction Over WADC Defied

Authority on Program Plans Challenged By Station

IN OPEN defiance of FCC procedure, WADC Akron last week told the Commission it has no business considering the "nature, character or content of the present or proposed programs of either applicant." Other applicant is WGAR Cleveland whose proposed grant for 50 kw on 1220 kc is being opposed by the Akron station which is requesting the same assignment.

WADC Akron told FCC last week that the station's program plans were beyond the Commission's jurisdiction in considering an application for a new frequency and increased power.

Opposing the Commission's proposal to grant WGAR Cleveland application for 50 kw on 1220 kc and deny WADC's mutually exclusive request for the same assignment [BROADCASTING, Oct. 14], the Akron station listed as its first exception:

"1. (In the absence of any showing that either applicant is broadcasting material relating to lotteries, or obscene, profane or indecent language) To any consideration by the Commission of the nature, character or content of the present or proposed programs of either applicant."

"No subsequent exception," WADC added, "is intended as a waiver of this one."

May Test Blue Book

The WADC-WGAR decision, if made final, has been regarded as a possible basis for a court test of FCC's Blue Book. FCC's decision declared that "the attitude of the station towards local programs is tantamount to an abdication to the network [CBS] of the duty and responsibility of a broadcast station licensee to determine the nature and character of a program service which will meet the needs of the listeners in the area."

Another of the 25 exceptions noted by WADC was directed against FCC's "failure to give any consideration whatsoever to the fact that the proposal of Simmons [Allen T. Simmons, WADC licensee] is not a proposal to render a program service which will comprehend matters of purely local interest, but is in fact a proposal to render a special service as provided for and invited by the Commission's applicable regulations and standards, as set out in its statement of policy entitled 'Public Service Responsibility of Broadcast Licensees [Blue Book]."

Mr. Simmons "took the Blue Book seriously" when he proposed to have WADC carry all CBS sustaining as well as CBS commercial programs, the station contended.

This, it was argued, "is contrary to, and less profitable than, the too-common practice of building an audience with expensive network productions so as to sell national, regional and local advertising at high rates of which the station receives a much higher proportion than it does of the network price."

WADC also contended that FCC headed in opposite directions at the same time in its interpretation of the multiple ownership rule.

Referring to (1) the proposed decision to grant WGAR's application despite substantial overlap between WGAR and its sister station, WJR Detroit, and (2) a simultaneously announced proposal to deny a WGCM Gulfport application for a new Biloxi station because of overlap which would result, WADC declared in a brief accompanying its exceptions:

"This joint publication of two opposite decisions is a syndrome of the commencing exfoliation of Sec. 3.35"—symptom that the duopoly rule is beginning to scale off.

"Unless a firm enforcement can be had," the brief continued, "the rule will go the way of the old quota provisions under the Davis amendment, the old one-millivoit protection for regional stations, the present 2.5-millivolt protection and other similar rules, all instances of regulations for which there have been so many exceptions and constructions that they are actually or effectively repealed."

Shortly after the WGAR-WADC proposed decision was issued, WADC petitioned FCC to amend the duopoly rule so as to eliminate waiver of its requirements under any circumstances [BROADCASTING, Oct. 28]. That petition and last week's exceptions and brief were filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, WADC counsel.

The brief argued that "there are two basic reasons why the Simmons applications should be granted and the WGAR application denied." Aside from proposing "a direct violation" of the duopoly rule, WADC contended, the WGAR request "is contrary to the intent of the Communications Act."

"The Commission by regulation forbids WJR more than 50 kw but now proposes to give the owner of the station the coverage of vastly greater power by another method," the brief asserted.

WADC said other factors cited by FCC—the fact that WGAR and WJR are in different states and different trade areas, have separate network contracts and separate advertising representatives, do not duplicate local programs, that WJR is a clear channel station and that it has few Cleveland listeners, etc.—do not warrant the Commission's decision to overlook the duplication of the service areas.

Second reason, WADC maintained, is that "the Simmons application will afford the Cleveland area an overall service far superior to that held out by WGAR."

The Akron station said that if WGAR gets 50 kw, WADC loses its CBS affiliation and WGAR then "reduces its Columbia commercial coverage by 12.1% and reduces its Columbia sustaining coverage by 30.2% . . ." If WADC gets 50 kw, the brief reasoned, WGAR loses its CBS affiliation and "then WADC increases its Columbia coverage by continuing the usual full commercial coverage and in addition guaranteeing full sustaining coverage not now available anywhere. This leaves WGAR (at a new site to be bought for it by Mr. Simmons), with adequate regional coverage of the area, fully free to take care of the local-origination needs of the area."

WADC is on 1350 kc with 5 kw. Its application for 1220 kc with 50 kw proposed that WGAR, now on 1220 with 5 kw, be shifted to 1350 kc. Both stations proposed directionalized operation on 1220 kc. WGAR and WJR are owned by G. A. (Dick) Richards.

WSKB OWNERS SEEK WJBW'S FREQUENCY

THE PRINCIPAL OWNERS of WSKB McComb, Miss.—Robert L. Sanders and George Blumenstock—applied to FCC last week for a new station at New Orleans on 1230 kc with 250 w fulltime, now assigned to WJBW New Orleans. WJBW is awaiting renewal hearing on alleged violations of FCC rules.

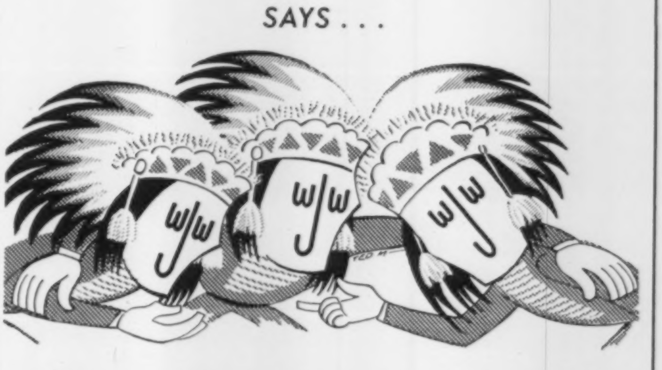
Louise C. Carlson, former wife of Charles C. Carlson, WJBW licensee, also has applied for the facilities [BROADCASTING, Sept. 23]. Her application and WJBW's for renewal are scheduled for hearing in New Orleans starting today.

Messrs. Sanders and Blumenstock, filing as Southern Broadcasting Corp., also petitioned FCC to postpone the hearing and designate their application for consideration at the same time.

Frand Stollenwerck, Washington attorney for Southern Broadcasting, said the application, incomplete in some details, was being amended to show Messrs. Sanders and Blumenstock each owning 50% of the voting stock, with some preferred stock also owned by J. Studebaker Lucas, New Orleans attorney. Mr. Sanders, president and technical director of WSKB, is president of Southern Broadcasting. Mr. Blumenstock, WSKB treasurer and general manager, is treasurer.

CLEVELAND'S *Chief* STATION

SAYS . . .



3 HEADS BETTER THAN 1!

When Cleveland's *CHIEF* Station carries the ball for you . . . every program packs a triple threat—WJW gives you three way service as master entertainer, super salesman, potent advertising medium! When WJW calls your sales-signals you gain an enviable position—an enviable listener acceptance in a great market . . . Cleveland.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WFMJ
SELLS
The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

MOST RECENT HOOPER SURVEY INDICATES MORE PARENTS LISTEN TO KTSM — I FIND MY JUVENILE COMPANIONS QUITE COGNIZANT OF KTSM'S SUPERIOR ENTERTAINMENT VALUE.
I CONCUR — IN EL PASO, KTSM EXCELS.
JUNIOR
PLATO
NAT. REP. GEO P. HOLLINGBERY COMPANY

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Grants Proposed for Four Stations

Frequency Change, More Power Are Given Hannibal, Mo.

PROPOSED GRANTS for four new stations—at Orlando, Fla., Camden, N. J., Rockford, Ill., and Augusta, Ga.—and a change in frequency and higher power for KHMO Hannibal, Mo., were announced by FCC last Thursday (other proposed grants, page 30).

The proposed awards:

Orlando—Orlando Daily Newspapers Inc., 990 kc with 10 kw day and 5 kw night, directional antenna fulltime. (Proposed denial: Frederick W. Mizer's application for 990 kc with 1 kw fulltime at Orlando.)

Camden—Radio WKDN, 800 kc with 1 kw, daytime only. (Proposed denials: Camden Broadcasting Co.'s application for 800 kc with 1 kw daytime at Camden; and WHAT Philadelphia, seeking change from share-time arrangement with WTEL Philadelphia on 1340 kc with 100 w to daytime only on 820 kc with 1 kw.

Augusta — Georgia - Carolina Broadcasting Co., 1230 kc with 250 w fulltime. (Proposed denials: Voice of Augusta Inc. and Augusta Chronicle Broadcasting Co., also requesting 1230 kc with 250 w at Augusta.)

KHMO Hannibal—Change from 1340 to 1070 kc and increase power from 250 w fulltime to 5 kw day and 1 kw night, directionalized fulltime. (Proposed denials: Audrain Broadcasting Co. application for a Mexico, Mo., station on 1340 kc with 250 w fulltime, contingent on KHMO grant but disallowed on duopoly grounds since 69.2% of stock is held by KHMO owners or staff members; Monona Broadcasting Co., seeking 1070 kc with 10 kw fulltime at Madison, Wis.)

Rockford Grant

Rockford—Edwin Mead, Miami Beach businessman, 1480 kc with 1 kw, directional antenna fulltime. (Proposed denial: Radio Wisconsin Inc. application for same assignment for a new station at Madison, Wis.)

Georgia-Carolina Broadcasting Co., grantee for Augusta's fourth station, is controlled by Walter J. Brown, WSPA Spartanburg general manager and former special assistant to Secretary of State Byrnes, whose home is in Thomson, Ga., near Augusta, and his nephew, Naval Commdr. Edgar W. Teasley, a native of Georgia who would be general manager. They have 30% and 21%, respectively.

Other stockholders: P. S. Knox of Thomson, businessman and controlling stockholder of Lombard Hotel Products and Knox Metal Products, who is president and has 25%; John T. Cash, associated with Mr. Knox' interests, 24%. Program director would be A. Lee Parsons, formerly with WFBC Greenville; chief engineer, Charles M. Sparks, formerly with WSPA.

The three Augusta applicants previously sought 1340 kc, but lost a proposed decision to Savannah Valley Broadcasting Co. [BROADCASTING, Aug. 12]. They then changed their requests to 1230 kc. The proposed grant to Georgia-Carolina was based on greater integration of ownership in the station's operation, and addition of a new medium of mass communication in the community (Augusta Chronicle Broadcasting is affiliated with a daily newspaper).

The proposed grant to Orlando Daily Newspapers was made on grounds that Martin Andersen, who controls all voting stock, is a local resident and better acquainted with Orlando needs than Mr. Mizer, a non-resident (with WQAM Miami the last 23 years); and also on grounds that the Orlando applicant planned "a more effective service"—power of 10 kw day and 5 kw night, compared to Mr. Mizer's proposal for 1 kw fulltime.

Less Financing

"Mr. Mizer does not appear to have the financial resources to construct a station using the power proposed by the Orlando Daily Newspapers, which conclusion is emphasized by his financial inability at this time to construct an FM station even though his AM proposal has an estimated construction cost of only $32,300," the decision declared.

The Commission conceded that its proposal to grant a newspaper's application rather than that of a non-newspaper applicant differs from the policy it frequently follows. But newspaper ownership, FCC explained, is only one factor and "does not disqualify an applicant." Another factor, it added, is that there are already "a number of other stations" in the city—three in Orlando's case—"so that the broadcast medium of mass communication is diverse."

Orlando Daily Newspapers is owned by the families of Mr. Anderson (39.2%) and Charles E. Marsh of Macon (60.8%), but voting control is in the hands of Mr. Andersen under a March 1945 contract. The firm has a conditional FM grant.

Ronald B. Woodyard, principal owner of WINK Fort Myers, which he has sold to a firm headed by Arthur B. McBride, Ohio cab company owner, for $100,000 subject to FCC consent, would be Mr. Andersen's radio adviser. He would receive a 25% interest in the AM and FM stations.

In the Camden-Philadelphia applications for 800 and 820 kc, FCC concluded that Camden, with only one existing outlet (WCAM, operating one-third time), needed additional facilities more than Philadelphia. Radio WKDN was preferred over the other Camden applicant, Camden Broadcasting Co., on grounds that its sole owner and proposed manager, Ranulf Compton, one-time commentator on stations in New England and former Congressman from Connecticut, is better qualified than Camden Broadcasting's sole owner, Aaron Heine.

Mr. Heine is owner of Mack Radio Sales Co., whose contract for 25 of WCAM's 29½ hours a week (for re-sale to advertisers) has been found objectionable by the Commission. "On the record," the proposed decision declared, "we are of the opinion that Mr. Heine has not demonstrated any comprehension of the duties and responsibilities that under the Communications Act . . . must be assumed by a broadcast licensee."

If his proposed grant is made final, Mr. Compton plans to transfer the permit to a corporation in which he will retain 90% interest, with 10% to Mortimer Hendrickson, KYW Philadelphia news editor, and another war veteran whose name was not disclosed.

In proposing a grant of KHMO's application to change facilities, FCC anticipated denial of Audrain Broadcasting's request for a new station at Mexico on the assignment vacated by KHMO. The decision noted that 69.2% of Audrain stock is held by KHMO stockholders or staff executives, and that daytime service areas of the proposed operations would overlap to an extent inconsistent with the multiple ownership rule.

Although Monona Broadcasting's proposed operation at Madison, Wis., would not involve objectionable conflict with KHMO's proposed assignment, FCC found it must be denied because it would not provide CBA Sackville, N. B., Canada, the protection required by NARBA.

The grant to Mr. Mead for Rockford rather than Radio Wisconsin for Madison was based on the relative needs of the two cities for additional facilities: Rockford, it was pointed out, now has one station, compared to Madison's two.

Country-wide Reaction

IMPLEMENTING the drive for the Washington, D. C., plebiscite on Nov. 5, WTOP Washington, CBS station, has requested CBS newsmen and announcers across the country to record spot interviews on suffrage in D. C. with citizens of other cities. WTOP is scheduling all the transcribed interviews received and is airing all reactions, whether they are pro or con District suffrage.

SUN VALLEY, headquarters for next June's convention of Advertising Assn. of the West, is regarded by Walter E. Wagstaff, general manager, KIDO Boise, Idaho, and newly-appointed general chairman of the convention. Appointment was made at meeting of Boise Ad Club, attended by Vernon Churchill of Portland, Ore., AAW president, and Charles Collier, San Francisco, secretary.

Four Pittsburgh, Three Fort Wayne FM Grants Authorized by Commission

FOUR FM GRANTS for Pittsburgh and three for Fort Wayne, Ind., were authorized by FCC in orders adopted last Monday.

The grants, all for Class B stations, followed hearings conducted in the spring and summer. Only one applicant in the two proceedings, Liberty Broadcasting Co. for Pittsburgh, failed to receive an authorization.

In a separate decision, FCC proposed to grant Liberty's Pittsburgh AM application but deny its FM request on duopoly grounds linking Liberty ownership with that of WSTV-FM Steubenville, Ohio. The Commission concluded the overlap between Liberty's FM outlet and WSTV-FM would be too great when and if WSTV-FM applies for normal maximum operating power.

Six Now in Pittsburgh

The four grants for Pittsburgh, bringing FM assignments there to six and leaving one Class B channel now available (one is being withheld for one year under the reservation plan), went to WCAE KQV and WJAS, Pittsburgh AM stations, and to WAJR Morgantown, W. Va., which also has a conditional FM grant for Morgantown and is seeking a new daytime AM station in Pittsburgh. KDKA-FM and WMOT (WWSW) have been on the air in Pittsburgh for several years.

The three Fort Wayne grants filled the last channels currently allocated there. They went to WGL, AM station of Farnsworth Television & Radio Corp., and to Northeastern Indiana Broadcasting Co. and Fort Wayne Broadcasting Inc. The fourth Fort Wayne channel is assigned to WOWO-FM, which went on the air in 1942.

Robert H. Hinckley, ABC vice president, owns 15% interest in Northeastern Indiana Broadcasting Co., which is headed by William A. Kunkel Jr. (17%), president of the Fort Wayne *Journal-Gazette*. Frank E. McKinney and Frank M. McHale, who with Mr. Hinckley and others have interests in WTHI, new station at Terre Haute, own 17% each, and Samuel D. Jackson, attorney, has a similar interest. Edris A. Glassman, wife of A. L. Glassman, principal owner of KLO Ogden and also interested in WTHI, owns 15%. The firm has an AM application pending.

Controlling interest in Fort Wayne Broadcasting, also an AM applicant, owned by Edward and Walter Thoms, brothers, of Indianapolis, who have about 30% each. Edward Thoms is associated with American Telephone & Telegraph Co., and Walter Thoms is a retail druggist; they are brothers of Harold Thoms, president of WISE Asheville, N. C., permittee of a new AM station at Durham and interested in WAYS Charlotte, N. C., and WKIX Columbia, S. C. Other stockholders include Earl Groth, department store owner; H. Leslie Popp, bakery owner; Clarence Schust, who has a metalworking plant, and John Toothill, president of Burn-Smith Co., station representative.

The grants, with AM affiliations of grantee firms shown in parentheses, were as follows:

WCAE Inc. (WCAE), Pittsburgh—92.5 mc (Channel 223), subject to filing and approval of transmitter and antenna data for operation with equivalent of 20 kw effective radiated power and antenna height 500 feet above average terrain.

Allegheny Broadcasting Corp. (KQV), Pittsburgh—93.3 mc (Channel 227); 20 kw effective radiated power, antenna height 495 feet above average terrain.

West Virginia Radio Corp. (WAJR), Pittsburgh—93.7 mc (Channel 229); 20 kw; 500 feet. Subject to filing application for modification of construction permit specifying antenna structure location and height meeting CAA approval, and for approval of technical features.

Pittsburgh Radio Supply House (WJAS), Pittsburgh—94.9 mc (Channel 235), subject to filing and approval of transmitter and antenna data for operation with equivalent of 20 kw effective radiated power, antenna height 500 feet above average terrain, and subject to approval of proposed changes in WJAS antenna system.

Farnsworth Television & Radio Corp. (WGL), Fort Wayne— 95.5 mc (Channel 238); 20 kw; 500 feet. Subject to filing, within 60 days, application for modification of construction permit specifying antenna structure location and height meeting CAA and FCC approval, and giving technical features of proposed operation.

Fort Wayne Broadcasting Co., Fort Wayne—99.1 mc (Channel 256); 20 kw; 500 feet. Subject to conditions specified in Farnsworth grant.

Northeastern Indiana Broadcasting Co., Fort Wayne—95.1 mc (Channel 236); 20 kw; 350 feet.

ABC IN PRODUCTION ON TV FILM SERIES

ABC last week started production of a new television series, *Video Reports to America*, which will bring to the television audience a pictorial review of important social and economic problems currently in the public eye. Done on film, this new documentary series will begin with a report on the automotive industry, stressing the reasons why new cars are so slow in reaching the dealers' showrooms.

Harvey Marlowe, ABC executive producer, John Pival, ABC video coordinator of special events in Detroit, and a camera crew are going to the big automotive plants of Detroit, Pontiac and Flint to film this program, which is being made with the cooperation of the Automobile Manufacturers Assn. Executives of the association expressed pleasure that ABC has undertaken to tell the public through television why the production of cars has been delayed.

Announcing the series, Paul Mowrey, ABC national director of television, described it as an outgrowth of ABC's filming of special events for television use. "When we have used film to cover a special event we have always tried to come up with a complete, well-rounded story and not a simple spot-news type of show," he said. "ABC has had more experience than any other telecaster with documentary film coverage and we feel we are well equipped to undertake a series such as *Video Reports to America*.

Series, to be made on 35 mm sound film and telecast on video stations in New York, Schenectady, Washington, Philadelphia and Chicago, will cover such subjects as housing, Merchant Marine, labor and management, public health, and politics and politicians.

Adds CBS Serial

MANHATTAN SOAP Co., New York (Sweetheart soap), Nov. 25 will sponsor a new daytime serial five days a week on CBS 2:45-3 p. m. Advertiser will continue sponsorship of *Evelyn Winters*, weekdays 10:30-10:45 a. m. on CBS but did drop *Barry Cameron Show* on NBC Oct. 11. New show in 2:45-3 p. m. period on CBS is unnamed but will be signed for 52 weeks. Duane Jones Co., New York, is agency.

An All-Time Favorite

MEXICALI ROSE

Published by
M. M. COLE, CORP.

* * *

Performance Rights
Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

Excess Insurance Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS
REINSURANCE
CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

"GATEWAY TO THE RICH TENNESSEE VALLEY"
50,000 WATTS
CBS
WLAC
NASHVILLE
REPRESENTED BY PAUL H. RAYMER CO.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

WBNX
DAILY PROGRAMS IN
Italian Polish
English
German Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

BEAUMONT
ORANGE
PORT ARTHUR
ONE BIG MARKET
SERVED BY
KFDM
BEAUMONT, TEXAS
560 K C., 1,000 WATTS
MEANS BUSINESS
TEXAS
REPRESENTED BY FREE & PETERS Inc.
AFFILIATED WITH AMERICAN BROADCASTING CO. INC.

NOTICE

Craig G. Maudsley is no longer connected with Station WJBK (James F. Hopkins, Inc.) Detroit, or with Michigan Music Company.

(Signed) James F. Hopkins

FOLEY ESTABLISHES OWN LAW PRACTICE

JAMES F. FOLEY has announced opening of law offices in Stoneleigh Court, 1025 Connecticut Ave., N. W., Washington, D. C., to specialize in all forms of radio and communications law. Telephone is Executive 4547.

Mr. Foley

Mr. Foley at one time was connected with the offices of Dow, Albertson and Lohnes and also served as special assistant to the Chief of the Soil Conservation Service. More recently he was chief counsel of the automotive branch of the OPA. Since leaving OPA and pending establishment of his own offices, he had been associated with Thomas Farrell, Washington lawyer.

A graduate of Holy Cross and Georgetown, Mr. Foley was an associate editor of the *Federal Communications Bar Assn. Journal*. He resides in Washington with his wife and three children.

Paley Prescription

DULLING of audience enthusiasm through shortsighted programming might lead to Government censorship or operation of radio, according to the *Portsmouth* (Va.) *Star*, in an editorial commenting on the NAB convention speech by William S. Paley, CBS board chairman. The editorial called on broadcasters to take active steps to improve their programming.

EDUCATORS ADVISE HIGHER STANDARDS

COOPERATIVE effort by educators and the radio industry to raise program standards was proposed last week at the Stephens College Conference on Radio. Though highly praising the "excellent job" of broadcasting under "terrific pressure," representatives of education said much remained to be done in the program field.

Radio and education jointly can successfully bridge the gap between human relations and scientific advance, it was agreed. Industry spokesmen challenged educators to develop discriminating listeners; to provide better trained teaching personnel with a knowledge of professional radio; to keep abreast of the industry; to utilize better the trained teaching personnel having a knowledge of professional radio.

Educators were advised to keep abreast of industry developments and make better use of broadcast time provided by stations. Efficiently operated college-owned stations can provide valuable training, it was pointed out, and this should be carried out on a sound liberal arts foundation.

Frequently mentioned was the NAB convention address by William S. Paley, CBS president, calling for higher industry standards [BROADCASTING, Oct. 28]. The conference approved the Federal Radio Education Committee standards for college radio instruction.

KTYL Mesa, Arizona, Names Mickel Manager

A. E. (Bill) MICKEL, Army veteran formerly with KSAL Salina, Kan., has been named general manager of KTYL Mesa, Ariz., new outlet. In radio since 1922, he has been with a number of stations including KFJB Marshalltown, Ia., and KWNO Winona, Minn., both of which he managed. Mel Standage, formerly with KALL Salt Lake City, is program director of KTYL and Ernest Burgi, of Provo, Utah, heads the continuity department.

KTYL expects to go on the air early in 1947 on 1490 kc with 250 w. Station will be housed in a brick building on a three-acre tract one mile south of Mesa. Using Western Electric equipment, KTYL will have Standard and Associated transcription libraries and UP news service.

NAB Members Get New Rate Card, Standard Spot Forms

TWO STEPS toward improvement of broadcast advertising practices will be taken by NAB following action by the Chicago convention and by the board of directors of the AAAA, according to Frank E. Pellegrin, NAB director of broadcast advertising.

The first step consists of distribution of new standard spot contract forms to stations in mat form. Final approval was given the contracts Oct. 29 by the AAAA board (separate story on page 67).

The second consists of mailing of new standard rate card forms to member station. These forms were approved at the Chicago convention.

Action in both cases follows more than a year of careful study. In the case of the spot contract forms, a joint committee of NAB and AAAA held a series of meetings and went into all angles of the complicated problem. The rate card problem was given careful study, with advice of agency and advertising groups sought from time to time.

The spot contract revision replaces the form in use since 1942. It includes numerous changes sought by both radio and advertising industries.

AAAA Will Adopt

Walter Johnson, WTIC Hartford, chairman of the NAB's contract subcommittee, said Thursday he hoped the contract would be universally adopted by stations. All AAAA members will adopt the form, though AAAA officials said complete use might not be attained until the first of the year.

Important changes in the new contract follow:

1(f)—Station is permitted use of either certificate of performance or affidavit, to be furnished at time of billing; unless requested prior to billing this proof shall not act as condition precedent to payment or time of payment. Former clause permitted only affidavit.

1(g)—Clause permits station to change requirement for payment "if station believes reasonably that agency's credit has been impaired;" and provides for payment of liquidated damages if contract is cancelled by material breach.

2(a) and (b)—Old contract provided termination on 14 days notice; now provides for 28 days notice on programs, 14 on announcements; renewals require uninterrupted service and failure to exercise renewal option voids all rights.

3(a)—Now expanded and clarified; no liability for talent charges in new clause.

4(a)—Old contract permitted cancellation of a program to broadcast a sustaining program of public importance; new clause permits broadcast of any program "which in its absolute discretion is deemed to be of public importance or in the public interest." This gives stations complete control over program content, as required under the licensing clause of the Communications Act. Clause (c) puts a limit on station's liability for noncancellable live talent charges—not to exceed the net time charges.

5(c)—Provides for continuation of the contract up to 52 weeks, providing broadcasting is continuous. Clause (d) has been improved to provide automatic rate protection to agencies.

7(a)—Made more explicit by including rules and regulations of the FCC; (d) is new and states that the station shall not be required to broadcast for any product than those named in the contract without prior written approval; (i) is new and provides deduction of 30 seconds for station break purposes from any program.

The rate card standardization project reduces the number of types of discounts from well over 100 to only five. According to Mr. Pellegrin this enables spot buyers to eliminate much of the work and confusion now attendant upon searching through a number of widely divergent rate cards, thereby "making it easier to buy radio."

The five cards were unanimously approved by the NAB Convention and have the endorsement of the AAAA Timebuyers Committee and other advertising interests. They provide uniform presentation of essential information required by timebuyers.

NBC on 590 is a WOW for OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

CROSLEY ANNOUNCES PROMOTION OF TWO

Mr. Park

Mr. Martin

DWIGHT MARTIN, Cincinnati torney, and Eldon Park, program director of WLW Cincinnati, have been named vice presidents of the Crosley Broadcasting Corp., it was nounced last week by James D. house, president.

Mr. Martin is to have duties attendant upon the corporation's expansion in New York radio, its possible acquisition of KSTP St. Paul-Minneapolis, and forthcoming FM and TV activity in Cincinnati, Dayton and Columbus. For nearly 0 years Mr. Martin has been legal consultant for WLW as a partner in the law firm of Dinsmore, Shohl, Sawyer and Dinsmore. He s resigning the latter firm for his new position.

Mr. Park's new title will be vice president in charge of programs. He joined WLW in 1930 on a part-time basis while still in school and 1934 was named assistant traffic manager. Since then he has risen the organization his last previous promotion coming last year when he was given the administrative supervision of WLW programming.

WWL Studio Fire

MINOR blaze in the studios of WWL New Orleans early Thurs- morning was caused by a defective ventilator fan. Fire was confined to the fan and the adjoining well in the engineering workshop. It was discovered by Freddie mann, pianist, when he reported for the *Dawnbusters* program. Roosevelt Hotel and WWL employes prevented the fire from spreading. Damage was about $50.

11 U. S. Telecommunications Delegates Stranded in Berlin

ELEVEN members of the U. S. delegation to the five-power telecommunications conference which closed Oct. 21 in Moscow, were stranded temporarily last week in Berlin, awaiting transportation home.

They had been scheduled to leave Oct. 24 by American Airlines but a week later they were appealing to State Dept. in Washington to "get us back home." Through the Army, transportation was arranged aboard a troop transport and Army Transport Command planes.

Meanwhile delegates of the United Kingdom, France, China, the U.S.S.R. and U. S. reached unanimous agreement on proposals by the U. S. to reorganize the International Telecommunication Union, setting up a permanent administrative council and central frequency registration board.

Agree on Report

They agreed on an allocations report by a subcommittee and announced the report would be submitted to the respective governments and the next World Telecommunications Conference. The delegates voted unanimously to call a radio conference to reorganize the ITU and revise radio regulations for May 15, 1947, and a plenipotentiary conference to revise the existing telecommunications convention for July 1. A high-frequency conference will follow the radio meeting.

China, France, the U.S.S.R. and U. S. voted to ask the Social and Economic Council of United Nations to request the U. S. to convoke the May 15, July 1 and high-frequency conferences. United Kingdom opposed on the grounds that to work through UN would breach the Telecommunications Convention. Britain wanted to withhold selecting a site until after the Swiss Government has polled all nations.

Russia proposed that Franco Spain be excluded from the next World Telecommunications Conference but her representatives said if the UN decreed otherwise, Russia would not push her objections.

Capt. Paul D. Miles of the FCC; Donald McQuivey, State Dept., and Eugene Sibley, CAA, were to arrive in Washington Friday by ATC by way of Bermuda. They boarded the plane in Paris. Francis Colt deWolf chief, Telecommunications Division, State Dept., who headed the U. S. delegations at Moscow and at Paris high-frequency meeting; and Col. A. G. Simson, War Dept., were scheduled to arrive in Washington late Friday or early Saturday by air.

Returning by ship aboard the Army Transport *General Richardson*, sailing from Bremerhaven, will be Dr. J. H. Dellinger, Bureau of Standards; Donald E. McKay, Coast Guard; Philip F. Siling, RCA; A. L. Budlong, American Radio Relay League; Raymond Ziminski, Mrs. Grace Horn, Mrs. Helen P. Gray and Jane F. Finn, State Dept. War Dept. said the ship is scheduled to leave Bremerhaven Nov. 5, ariving at New York about Nov. 15.

Rear Adm. E. E. Stone, chief of Naval Communications, and his assistant, Capt. W. E. Linaweaver, arrived in Washington last Monday by plane. State Dept. telegraphed the U. S. Embassy in London to expedite transportation for Commodore E. M. Webster, communications director, National Federation of American Shipping, and F. C. Alexander, IT&T, who were in London. William G. Thompson, AT&T, left Moscow early and is visiting several European countries before returning.

Await Transportation

Still in Paris awaiting transportation by ATC were Forney A. Rankin, Robert Burton and Naomi Sutphin, State Dept.

Meanwhile FCC Comr. Clifford J. Durr and Marion H. Woodward and David Adams of FCC were in London as observers for a conference of the International Telegraph Consulting Committee, Nov. 4-9.

At the Paris high-frequency conference the delegates agreed that the Union Internacionale de Radiodiffusion should remain a European regional organization. A proposed high-frequency conference for Brussels later this year was postponed until after the World Telecommunications Conference, probably in the fall of 1947, when a worldwide high-frequency organization will be created.

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
ffiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

TIDE *is the Leader*

TIDE carries more pages of radio station and network advertising *than any other general advertising publication!*

And no wonder: TIDE for years was the *only* general advertising publication to carry a special department devoted to radio news. As a result, TIDE is read by a radio-conscious audience—an audience of executives who control or influence the spending of millions of dollars a year in radio time.

To get these important *buyers* interested in your facilities, advertise consistently in TIDE . . . the LEADER among general advertising publications in radio station and network advertising!

TIDE, *The Newsmagazine of Advertising, Marketing and Public Relations*
232 MADISON AVENUE, NEW YORK 16, N. Y.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Scenic Idaho—New local station needs (1) experienced chief engineer, able to install and maintain equipment and willing to do some announcing later. (2) Two experienced operator-announcers, first class tickets. (3) Experienced sales manager who can write copy. We offer (1) good pay, (2) excellent working conditions with friendly, experienced management and opportunity to grow with us as we expand to more stations. (3) life in friendly western town, close to hunting, fishing and top scenery. Write us about yourself, giving complete details, pictures, transcriptions, etc. We want good men who are willing to become part of good community and good station and who want good, permanent positions. Box 60, BROADCASTING.

Engineer, capable of installing new 1 kw day-night station in Carolina to stay on as chief. Write qualifications, salary expected, etc., Box 93, BROADCASTING.

Are you an experienced engineer who appreciates (a) newest in all types of studio and remote equipment, (b) no doubling in announcing, (c) decent but not dream-stuff salary, (d) top-notch working conditions, (e) novel local and special event shows on network station, (f) beautiful city of 125,000 pop. in the mountains? Tell us your history and availability, several reliable references which can be confidential. Box 178, BROADCASTING.

Combination announcer and engineer for 250 watt southern station. Must have first class license. All replies confidential. Address Box 133, BROADCASTING.

Engineer wanted 5 kw southern station around December 1st. Interim FM beginning January 1st. A top salary will be paid for a qualified man. Send complete information including snapshot with reply. Box 135, BROADCASTING.

5000 watt station in large southern city wants talented writer to head continuity department. Send vital statistics, plus experience. Box 136, BROADCASTING.

Wanted: First class commercial manager and salesman. Must be experienced with past record for 250 local MBS affiliate. State salary and experience in first letter. Box 169, BROADCASTING.

Announcers—position requiring knowledge of board must develop own shows and handle newscasts. $50 per week. College graduate or thoroughly experienced. Box 172, BROADCASTING.

Good opportunity for topnotch program and sales manager for new one kilowatt station in middlewest. Box 174, BROADCASTING.

Wanted—Combination announcer-engineer (first class license) to participate in developing and operating new FM station. Desire better than average voice quality, knowledge of programming and interest in good music. Permanent. Unusual opportunity for right man. Give age, experience, references and expected salary in first letter to Box 176, BROADCASTING.

Complete staff for 250 watt local station opening in Great Falls, Montana about November 23rd. Need 4 combination operator-announcers, one must be capable handling sports. 1 girl to act as receptionist, handle front office, write some copy, supervise traffic. 1 announcer capable writing good copy and sportscasting. Write complete letter of training, experience, snapshot, send audition to Manager, Great Falls Broadcasting Company, Park Hotel, Great Falls, Montana.

Immediate openings:—9 program directors, 4 newseditors, 47 engineer-announcers (U. S.-overseas) to $125.00 weekly. RRR (employment bureau), Box 413, Philadelphia.

Help Wanted (Cont'd)

Back-door-to-network-announcing opportunity offered to two potential chain-quality announcers of intelligence and versatility. NBC station experience desired, but please no floaters. Splendid working conditions, air conditioned plant, chance to bank money on good (but not out-of-this-world) wage. Send fast letter with personal data, picture, references (confidential until you say otherwise), availability date. If interested, will contact you for audition disc. Box 177, BROADCASTING.

Wanted—Asst. manager-program director for 250 watt daytime progressive Georgia town. Opening soon. Monthly salary plus commission for right man. Box 689, Thomaston, Georgia.

Wanted: Transmitter operators and/or control technicians. No experience required. W. E. Behnken, WFRP, Savannah, Georgia.

Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

New station, WWGS, Tifton, Georgia, invites applications from announcers, operators and office staff. Network. New equipment. Ideal, progressive city. Good climate. Full details to Wm. Shepherd, 11 South Main, Lafayette, Georgia.

WGCM, Gulfport, Mississippi, has opening for experienced announcer. Give references, salary requirements.

First class engineer for this 10 kw FM station going on the air by December 1. Position available immediately. Unusual opportunity for advancement. WWHG, Hornell, N. Y.

Time salesman wanted. Give full particulars and requirements, first letter. KSRO, Santa Rosa, California.

Have opening for first class engineer, or combination man with first license. WMJM, Cordele, Georgia.

Live in Hawaii. New 1,000 watt station about to open in Hawaii needs several announcers with first class licenses. Attractive proposition with a good future for right men. Send full details and audition platter, preferably by airmail to KMVI, Wailuku, Maui, T.H.

Station manager: Experienced, ambitious, settled, progressive manager seeking permanent future and success. Give all details and picture in first letter. Box 432, Fayetteville, North Carolina.

First class operator-announcer wanted for Western NBC station granted 5000 watts AM and new FM. Installation under way. Send photo and transcription, news and commercials. Station KSEI, Pocatello, Idaho.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Announcer, competent experienced, at once. Must be good record jockey, ad lib, interviews, news, special events and general announcing. Attractive proposition for right man. Key station regional network. Send disc, references and family status all first letter to Ken Bennett, KGEM, Boise, Idaho.

Commercial manager: One station market on MBS. Commission and drawing account. Send Photo, qualifications, WSSV, Petersburg, Virginia.

Have five room house and satisfactory salary for engineer with experience. Clarence H. Frey, c/o WLOG, Logan, West Virginia.

Program director—Ambitious, creative man who knows production and how to handle men for new, eastern station. Box 191, BROADCASTING.

Help Wanted (Cont'd)

Copy writer, new eastern station has an opening for a regular gal who can really write continuity. Send details, immediately! Box 192, BROADCASTING.

Situations Wanted

Promotion director with top-flight background, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in program and sales promotion, research, art, copy, layout, production, techniques. **Replies in strict confidence. Box 884,** BROADCASTING.

West coast stations—Need a well organized newsroom? Two Washington newsmen—newscaster now assigned as Presidential announcer; writer covers Capitol Hill and White House. Desire to take over supervision large station newsroom or form nucleus medium station news department. **Deal includes writing and broadcasting at least four major newscasts per day and supervision of all news. Package will cost $250 per** week—fraction of the time charge on activities. Includes special events coverage. Box 111, BROADCASTING.

Production manager with wide program and announcing experience wishes to settle down at midwest affiliated station. 26, married, veteran. Now employed. Available on two weeks notice. Box 116, BROADCASTING.

Program director. Recent Peabody Award winner. 12 years radio. Experienced in building new station staff and program structure. Best references. Box 125, BROADCASTING.

West coast—Top grade announcer, specialty—news, records, live shows. Immediately. Box 132, BROADCASTING.

Young woman with traffic and programming experience desires position in or around any large city. Box 142, BROADCASTING.

Chief engineer—Eleven years experience construction, installation and operation including directionals. Married, 31, aggressive, dependable. Excellent references. Box 151, BROADCASTING.

Newscaster-editor; veteran, 29, married; all-round announcer; can handle controls; college journalism 4 years; will furnish complete details. Box 161, BROADCASTING.

Chief engineer, 12 years experience combination operator - announcer. Knows all phases small station operation. Desires to invest in, work or manage small station western states. Available immediately. Box 162, BROADCASTING.

Attention new station operators! Newsman, experienced reporting, editing, rewrite and air, wants to build sound news set-up for an aggressive station ready to reward man who produces results. Especially interested in chance to earn reasonable share in station. Box 163, BROADCASTING.

Let opportunity knock. Announcer wants break. Veteran, single, ambitious, conscientious. Graduate leading NY announcers school, Radio City. Commercials, newscasting, platter shows. Will travel anywhere. Disc and photo available. Box 164, BROADCASTING.

Capable of program-director, producing, sales-promotion, seeks connection with aggressive midwest or west coast station. Have twelve years of practical experience. Know how to build record and live talent shows. Have many program ideas that will sell local. Box 167, BROADCASTING.

Chief engineer desires position with local station in midwest or west. Navy veteran, married, college graduate. Box 168, BROADCASTING.

Available soon—Young man, several years successful experience in all phases of radio, in markets from 10,000 to 2,000,000 as manager, commercial manager, and salesman. Personally sold more than $75,000.00 in time this year with present station. Happily married. Best references. What have you to offer. Box 170, BROADCASTING.

News editor—Well seasoned, single, veteran to take over news department. Will double as program director if situation requires. Excellent record. If you have new station and need intelligent, cooperative man with modern outlook and ideas—look no further. Available Dec. 1st. Will start small if job and station have future. Box 173, BROADCASTING.

Program director. 11 years experience all phases. Minimum $70 per week. Married, one child. Veteran. Box 175, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. Experienced newscaster good ad lib. Veteran. College grad. Sports background. Outstanding references. Box 179, BROADCASTING.

Chief engineer. Age 34. Now employed, desires permanent connection with progressive organization. Capable supervision design, installation, maintenance any AM, FM, TV station any frequency any power. Interested investing capital if possible. Prospectus will bring full details. Box 180, BROADCASTING.

All-night disc jockey; experienced bang-up show. Can operate tables, console. Box 181, BROADCASTING.

Ex-Army officer desires job announcer-writer. No professional experience. Graduate nationally recognized workshop course. Single, go anywhere. Box 182, BROADCASTING.

Experienced announcer, employed, desires better working conditions. College degree in music, veteran, sober, conscientious. Specialties: newscasting, disc-jockey. Weekly minimum $60 plus talent. Transcription available. Box 186, BROADCASTING.

Graduate of announcers school wants to work hard and long for small station. E. T. available. Box 187, BROADCASTING.

This May Be YOU!

IF you have had broadcast operating experience . . .

IF you would like a permanent position with excellent salary as an INSTRUCTOR with one of the nation's leading professional radio schools . . .

WRITE AT ONCE giving complete details of your background and qualifications.

Box 188 . . . Broadcasting

WANTED AT ONCE—Manager, operator-announcer, script writer-announcer, receptionist, ad man. Guarantee housing. Ideal hunting, fishing. State salary, send photo. Paul B. McAdam, KPRK, Livingston, Montana.

Are you looking for a capable, experienced, well-recommended manager? Word War II veteran, available now. In broadcasting fifteen years and knows the business. Details on request.

BOX 165, BROADCASTING

7000 lbs. new copper ground wire: #12, medium drawn, 5000 ft. rolls, few splices; also 3000 lbs. copper cable medium drawn, 9 strands #16 wire, averages 10 ft. per lb., in 100 lb. rolls. Excellent as main ground leads. Price, $39.50 per 100 lbs. Orders filled as received—C.O.D.

C. I. SHELKOFSKY
701 S. Perry St., Montgomery, Ala.

COMEDY WRITER!

with retractible ball point head! In chains now, but the "fetters" tickle! Will assist in perpetuation of trivia. 5 years' experience radio, night club routines.

BOX 184, BROADCASTING

●Partner wanted—If you're interested in a small New York State market—with two towns of 4,000 population and a summer population of 450,000—with the second highest per capita sales in the state, and a permanent county population of nearly 40,000; if you're willing to put up $7,500 to get the station on the air—I'm willing to offer you a 50 per cent interest in the station. If you're interested and are willing to make the necessary financial arrangements after the construction permit is issued get in touch with me. Box 190, BROADCASTING.

Situations Wanted—(Cont'd)

First class engineer. Have 5 kw control and transmitter experience. Also served as war replacement with CBS. Available immediately for permanent position with progressive organization. Box 193, BROADCASTING.

Now—available: Disc jockeys, producer with investment. RRR, Box 413, Philadelphia.

Announcer. Veteran, disc and photo available, will send details, prefer east. Tupper Jones, 44 West 60th Street, New York 23.

Sports announcer or show emcee, young, fast talker, writes script, will forward photo & disc on request. W. E. Clune, Browns Grove, Scottsville, New York.

Technician, first radiotelephone license with five years experience in general radio repair desires start with station in San Francisco Bay area. Bill Cameron, 495 Tenth Ave., San Francisco, Calif.

Somewhere a new station owner is willing to give a good man a chance to build his station and become manager and commercial manager of same. Good references, married, family, age forty. Very high sales in local and national advertising. Would work on commission with drawing account against commission. All I want is a sporting chance. Will also help you file for new station. Available three weeks. Box 193, BROADCASTING.

For Sale

Used Blaw Knox 250 foot self supporting tower with top beacon. No insulators. Available for immediate shipment at Fort Worth. First check $2,750.00 takes. FM Radio & Television Corp., Riverside, California.

Generator set, brand new, one 35 kw Clark Engine generator set, 240 volt, 60 cycle, 3 phase, 3 wire system consisting of an electric machinery 43.7 KVA generator, Waukesha motor, switchboard and starting battery. Price $2975.00 F.O.B. Milwaukee. Purchasing Department, The Milwaukee Journal, WTMJ, Milwaukee, Wisconsin.

Power transformers, three 50 K.V.A. 220/440 to 8000 volt. Suitable for 50 KW transmitter power supply. Freeland & Olschner Products Inc., 611 Baronne St., New Orleans 13, Louisiana.

Make offer: One RCA-Westinghouse built 1-C, 1 kw radio transmitter bearing serial number 10402RP, contained in two metal cabinets. Last used by Radio Station WEVD in New York City in 1940. Will require considerable work to put in operation. Most important components still in good condition. Filter condensers missing and motors need overhauling. One set of tubes and two motor generator units. May be inspected at Radio Station WISE, Asheville, N. C. Please direct your reply to Radio Station WISE, Asheville, N. C.

For sale—New Presto model 6-N recorder. Box 189, BROADCASTING.

Wanted to Buy

Wanted - New or used - WE 250 watt transmitter, limiting amplifier, Y-4 Presto recorder, WE console frequency and modulation monitors. Will consider other makes immediate delivery near Montana. Box 144, BROADCASTING.

Wanted immediately: A 1000 watt standard broadcast transmitter. State type, age, and condition. Box 166, BROADCASTING.

All equipment necessary to installation and operation of 250 watt AM station. Box 1123, Stamford, Texas.

General Radio 516-C radio frequency bridge. Write air mail or cable William N. Greer, P. O. Box 4919, San Juan, Puerto Rico.

Miscellaneous

Attention new stations: Need equipment installed? Contact us. Reasonable rates. Available immediately. Box 171, BROADCASTING.

First class engineer desires associates for organizing new Southern station. Also interested in purchase of all or part of existing station. Box 185, BROADCASTING.

Jockey's comedy collection, $2.00. Kleinman, 25-31-T 30th Rd., Astoria 2, N. Y.

La Roche

(Continued from page 15)

ing, of which he is chairman, so that with acquisition of Centennial Development Co.'s interest Oliver will have full ownership.

Centennial Development Co., a holding company, controls American Chain and Cable Co., Bridgeport (steel products manufacturer) and Michigan Chemical Co., St. Louis, Mich. (manufacturer of chemicals). The estate of the late William T. Morris is principal owner of Centennial.

Both WPOR and WHUM are new 250-w stations which went on the air this year. WPOR is an ABC outlet, on 1450 kc fulltime. WHUM is assigned 1240 kc fulltime and is affiliated with MBS.

Purchase of Centennial's 95.8% interest in WPOR was negotiated by Messrs. Newell and Greig, who then assigned their interests to Oliver Broadcasting. In addition to the 57,500 shares of stock, the transfer involves a $25,000 note of WPOR and $5,000 on open account against the station.

Oliver stockholders and officers include:

Mr. Newell, chairman, 8.1%; Mr. LaRoche, former vice chairman of ABC, executive committee chairman, 17.6%; Mr. Greig, president, 6.85%; Henry Oliver Rea, controlling owner of Oliver Iron and Steel Corp., Pittsburgh, vice president, 17.6%; Mr. Carpenter, who will remain as WPOR general manager, vice president, 14.6%; Robert Magee, Reading, vice president (no stock); William H. Rea, Pittsburgh, secretary-treasurer, 4.8%; George R. Hann, Pittsburgh, 9.2%; H. V. Blaxter, D. L. Frawley and Henry Oliver Rea Jr., all of Pittsburgh, 4.8% each, and J. P. Greig, 6.85%.

WHUM Financing

To finance the purchase of WHUM, the application said, Oliver Broadcasting will issue 3,850 $1 par value shares of stock, and to provide working capital has sold $170,000 worth of 3.4% demand notes to Edith Oliver Rea.

The stock issue is to Messrs. Greig and Carpenter and Henry Oliver Rea in exchange for Oliver stock held by them, at the rate of 35 shares of Oliver for each share of WHUM stock. It was understood that Mr. Rea, not originally a WHUM stockholder, planned to acquire minority interests held by others. Original WHUM stockholders, in addition to the Greigs and Mr. Carpenter, include Patricia Bacon, Max O'Rell Truitt, Mrs. Lucinda C. Converse, Betty Wilmore Landon, Gardner F. Landon, and Mrs. Dorothy B. Woodall.

The WPOR sales agreement sets a Dec. 18 deadline for FCC approval, but provides that this may be extended to Jan. 31. If Commission consent has not been given by that time, the transfer proposal is to be cancelled.

AFRA-Network Negotiations Delayed Pending Local Meet

WITH NEGOTIATIONS at stalemate, the New York Chapter, American Federation of Radio Artists, has called a general membership meeting for Nov. 8 to discuss new contract bargaining with the major networks.

At that meeting the AFRA Negotiating Committee will report on its three weeks of conversations with the networks and ask for further instructions. In some quarters there was talk of a possible strike, although other sources pointed out that several avenues are still open for further bargaining.

Negotiations ended temporarily last week after three weeks when the AFRA delegation asked to be excused until it could be instructed by the membership. AFRA stood by its demands for a 35% wage increase; the networks were equally firm in their 10% raise counter-proposal.

AFRA wanted to include an "unfair stations" clause in the contract. The networks described that proposal as one which inferred "secondary boycott" and refused to agree on it.

AFRA demanded that the networks withhold service from stations which refused to negotiate with the artists' union. The networks declined.

Should AFRA's membership insist at the Nov. 8 meeting that networks should be prevented from feeding shows to stations which would not bargain with the union, a strike vote appeared to be the only course for the union, according to observers. Informed network executives expressed the belief, however, that AFRA's New York membership would not be inclined to vote for a prolonged labor war merely to protect bargaining conditions of AFRA members in smaller cities outside of New York.

Licenses for 63 AMs Renewed

LICENSE RENEWALS for 63 standard stations and temporary licenses for 18 others, 17 of which already were on temporaries, were announced Thursday by FCC.

An investigation of complaints regarding possible violation of FCC rules on identification of sponsors, the Commission reported, is delaying positive action on the renewal application of one of the 18—WJAG Norfolk, Neb.

WAIT Chicago and KFJZ Fort Worth were continued on temporary licenses, FCC said, pending study of possible violation of Sec. 310 (b) of the Communications Act, which requires FCC consent before a license is transferred.

On its own motion the Commission extended special temporary authorization for continued operation of WOKO Albany until 3 a.m. Feb. 1, 1947, and that of KOMA Oklahoma City for 60 days.

Licenses for three facsimile and developmental stations were extended on temporary basis to Jan. 1—W5XIC (WFAA Dallas) and W2XWE-FAX (WOKO), pending disposition of renewal applications of their respective AM affiliates, and W9XJD (WJJD Chicago) because its renewal application was filed late.

KFI Los Angeles, whose present license is expiring, was put on temporary for 60 days, and the following were continued on temporaries to Jan. 1:

KIRO Seattle, KXA Seattle, WKRC Cincinnati—Pending consideration of information requested in accordance with Sec. 308 (b) of Communications Act, regarding disclosure of information in applications or supplementary statements.

WEEU Reading—Pending decision on application for transfer of control.

WEW St. Louis, WHB Kansas City—Pending further engineering study.

WHDH Boston auxiliary—Auxiliary renewal application filed late (WHDH granted renewal).

WJAG Norfolk, Neb.—Pending investigation of complaints involving possible violation of rule regarding identification of sponsors.

WSM Nashville—Pending consideration of renewal application filed by new licensee (WSM Inc., subsidiary of former licensee).

WSOO Sault Ste. Marie, Mich.—Renewal application filed late; processing by staff incomplete.

WHNC Henderson, N. C.—Pending completion of accounting and engineering studies.

WAIT Chicago, KFJZ Fort Worth—Pending study of possible violation of Sec. 310 (b) of Communications Act.

KTRB Modesto, Calif.—Pending further engineering study regarding antenna system.

KOB Albuquerque—Pending decision in other cases involving KOB.

WMGY Montgomery, Ala.—New license issued September 1946; impossible for licensee to comply with 60-day rule for filing renewal application (new station).

WBAP Fort Worth, WFAA Dallas—Pending action on related cases.

Among regular renewals, licenses of KTOH Lihue, T. H., and WSKB McComb, Miss. were renewed to Feb. 1, 1948; KLAC Los Angeles to May 1, 1949; KHUB Watsonville, Calif., to Feb. 1, 1947, and KSRO Santa Rosa, Calif., to Nov. 1, 1948. The following were renewed to Nov. 1, 1949:

KLCN KMPC KIEV WISR WMAZ (and auxiliary) WMAQ WEAF WWL WHAS KXL KOAM KFEQ (and auxiliary) KFUO KGGF (and auxiliary) KMMJ KOA KOWH KTRH KUOM WCAL WGBS WGN WHCU WHDH WHEB WJW WKAR WLAW WLS WNAD WNYC (and auxiliary) WOI WOSU WPIK WPTF (and auxiliary) WRUF WSB WSBA WSON WLW WENR WOR (and auxiliary) WJZ (and auxiliary) WHKK WGY (and auxiliary) WCCO KSTT WKAX WDSC WJR (and auxiliary) KTKC KSKY (and auxiliary) KTKC KSKY KGO (and auxiliary) KQW KPO WBBM WABC KGU.

Court to Hear Motion In Suit Against NBC

MOTION to dismiss a $100,000 suit against NBC, the Russel M. Seeds Co., Chicago, and Brown & Williamson Tobacco Corp., filed by defendants, was accepted last week in Illinois Circuit Court, with hearing date to be set at the court's convenience.

John G. Hunter and his wife, Jessie, on Sept. 19 filed the $100,000 suit, alleging violation of the rights of privacy because of a broadcast more than five years ago. Counsel for defense in its motion contended that under Illinois laws right of privacy does not exist and further that the statute of limitations for slander or libel expired two years after the incident.

Mr. and Mrs. Hunter seek redress, charging that a dramatization on *Wings of Destiny*, then sponsored by Brown & Williamson, referred to relief packages which they assisted the Army Air Corps in dropping to marooned Indians as "bundles from Heaven." That reference and the then recent marriage of Mr. and Mrs. Hunter caused them "mortal embarrassment," their suit charged.

Mr. and Mrs. Hunter were employed on an Indian reservation in 1941 and helped the AAC locate various Navajo tribes marooned in a blizzard. The Army dropped food to the Indians.

Coca-Cola Drops

COCA-COLA Co., New York, after Nov. 22 broadcast, will discontinue sponsorship of *Spotlight Bands* on MBS, Mon.-Wed.-Fri. 9:30-10 p.m. Program features three name bands, Guy Lombardo on Monday, Xavier Cugat on Wednesday and Harry James on Friday. Dropping of program at end of firm's 26 week contract was attributed to current sugar shortage and a spokesman from D'Arcy, New York, Coca-Cola agency, said company hopes to be back on the air in the near future. Coca-Cola sponsorship of the MBS Morton Downey program will continue.

Upcoming

Nov. 4-6: Ninth Annual Western States Convention, Pacific Council, AAAA, Biltmore Hotel, Santa Barbara, Calif.

Nov. 8: Women in Radio Conference (NAB-AWD), Radio House, U. of Texas, Austin.

Nov. 9-11: Steering Committee and subcommittees, new FM promotion group, meet in Washington to perfect organization.

Nov. 10-11: AWD District 13 Meeting, San Antonio, Tex.

Nov. 15: Women in Radio Conference (NAB-AWD), Denver U., Denver, Colo.

Nov. 15-16: Two conferences on radio in education for Washington, Oregon and Alaska area, Portland, Ore.

Nov. 15-16: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky. (postponed from Oct. 8-9).

Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

Nov. 24-30: National Radio Week.

PICKETS DEFILE JINGLES

CBS Workers Sing and Patrol Radio City, Protesting Alleged Interference

WHY, it was as indecent as if someone had jazzed up "The Star Spangled Banner"—those pickets out there, hollering singing commercials with lyrics of social significance.

In their New York Radio City offices, NBC and ABC executives shook their heads. No telling what those CIO people would do next. Hear what they're singing to the tune of that fine, old Pepsi-Cola jingle!

Glamour doesn't hit the spot,
When thirty bucks is all you've got.
To pay the landlord and butcher too
We need higher pay to see us through.

And besides, they say they're members of the CBS local. What are they doing over this way? And look at the sign that one is carrying.

Among the folks who know networks best it's union . . . ten to one.

It was true; 200 members (and sympathizers) of the CBS local of the United Office & Professional Workers (CIO) were staging a noon-hour demonstration in front of the RCA Bldg., where NBC and ABC are housed. The union members were protesting what they termed "interference" by those two networks with the negotiations now in progress between the union and CBS.

The CBS white collar workers were letting NBC and ABC know that their alleged interference had not passed unnoticed. Bearing slogans and singing jingles, they picketed Radio City for an hour. To swell their numbers they had enlisted the services of some pickets who, it was said, may not have been employes of CBS.

"Why," said a policeman, watching the demonstration, "there's a guy I ain't seen since that sewing machine strike downtown. Sings a nice song."

Moorad to KGW

GEORGE MOORAD, former foreign correspondent and CBS war reporter, has joined KGW Portland as news analyst. For five years, starting in 1932, China was his beat as reporter, city editor of *Shanghai Times* and later as *Time* and *Life* correspondent there. In August 1937, he returned to the U. S. and editorship of *Santa Cruz* (Calif.) *Sentinel*. As public relations director of American Red Cross he went to Australia in 1941. He covered Guadalcanal and Battle of Bismarck Sea for *Saturday Evening Post*. Next he joined CBS, reporting New Guinea campaigns and London's Blitz, Italian campaigns, invasion of Southern France, Moscow and Teheran. Returning to U. S. to cover UNO in San Francisco, his next foreign beat was Far East until return to U. S. in May 1946. Bikini atom test was his last foreign assignment. He is author of the current *Behind the Iron Curtain*.

Mr. Moorad

Cornell to Funkhauser

PAUL L. CORNELL, former chairman of American Association of Advertising Agencies and one-time head of his own agency as well as partner in Geyer, Cornell & Newell, has been named by Justin Funkhauser & Assoc., Baltimore, to head the creative department of that agency as well as proposed New York office. Mr. Cornell is re-entering the agency field from which he previously had retired to enter public service. Former U. S. Senatorial nominee for the Republican Party in Connecticut, Mr. Cornell in 1941 went to Washington as coordinator with the Government of the Millers and Bakers of America. He subsequently became chief of office of the Board of Economic Warfare until he joined the New York *Herald Tribune* as national editor.

Mr. Cornell

Bee Was Right

PRE-CONVENTION guess by C. E. (Bee) Arney Jr., NAB secretary-treasurer, that Chicago convention would bring 2,000 registrations and 1,000 guests, was just about on the nose. Final check by Everett Revercomb, NAB auditor, showed total registration of 1917, with total present including exhibitors, guests and visitors, estimated at 2,900.

Video for Windsor

WINDSOR, Ont., will be serviced by American television with announcement of adaptation of DuMont receivers to Canada's 25-cycle power supply. W. J. Scripps, director of radio for the *Detroit News*, owner of video station WWDT, stated last week service will be made available to Canadian communities within 35 miles of Detroit's Penobscot Bldg., WWDT site.

George C. Smith Named Sales Manager of KSDJ

GEORGE C. SMITH, formerly in the advertising department of the San Diego *Daily Journal*, has been appointed sales manager of KSDJ San Diego, Calif., new 5000-w station on 1170 kc. Purnell (Mike) Gould, general manager, also announced that Janet Allen Martin, publicity director of the San Diego county school system, has been made traffic manager of the station.

Mr. Smith

Mr. Smith was an account executive of WJSV Washington (now WTOP). He also operated his own advertising agency in Cleveland and served as commercial manager of WKBO Harrisburg. A former newspaper woman, Mrs. Martin was later script and news writer as well as announcer of WSUI Iowa City. She was also on the script staff of WHO Des Moines and with Canadian stations.

Gimbel Video Success

ON COMPLETION of the first of Gimbel Bros., Philadelphia, series of television programs on WPTZ, the store proclaimed their success last week. The experience will mean much for future television series, the store believes, and adds "it should serve as an example to all potential sponsors of the importance of television as an entertainment and advertising medium." *All Eyes on Gimbels* was the practical application of ideas gained from the Gimbel-RCA intra-store demonstrations last fall. Audience response showed that more than 1% of set owners called or visited the store as a result of the show. There are over 700 television set owners in the area.

WMCA Plans

JOSEPH GOTTLIEB, WMCA New York staff producer, has been appointed director of commercial production for the station. In his new capacity Mr. Gottlieb will supervise all production and will be responsible for improving and expanding the station's commercial programming. Creation of this new post, it was announced by Charles Stark, WMCA vice president and general manager, is in direct line with station's drive on national advertising market which began last week with the appointment of Free & Peters, New York, as national sales representatives and Herman Bess as WMCA director of sales. Started Nov. 1, the campaign is intended to increase WMCA's proportion of national advertisers and will concentrate on the selling of the station's public service rated programs.

At Deadline . . .

TWO GRANTS, TWO INCREASES PROPOSED BY FCC

TWO NEW AM stations and regional assignments for four existing locals anticipated by FCC in proposed decisions Friday.

For new stations:

Elgin, Ill.—Jerry C. Miller, auditor, and George A. Ralston, WBBM Chicago transmitter engineer, trading as Elgin Bcstg. Co., 1490 kc 250 w, fulltime. (Proposed denials: Joseph Triner and associates doing business as Village Bcstg. Co., and Community Bcstg. Co., Oak Park, Ill.; Vincent G. Coffey, Elgin; Sidney H. Bliss trading as Beloit Bcstg. Co., Beloit, Wis.)

Winter Haven, Fla.—Citrus Belt Bcstrs., controlled 66 2/3% by Frederick L. Allman who with his wife owns WSVA Harrisonburg, Va., 1490 kc, 250 w, fulltime. (Proposed denial: Carl Connie Floyd and Esther Ferris Floyd trading as Winter Haven Bcstg. Co.)

For changes in facilities:

WRBL Columbus, Ga., from 1230 kc 250 w to 1420 kc 5 kw directionalized at night; WMBR Jacksonville, Fla., from 1400 kc 250 w to 1460 kc 5 kw DA night, on condition WMBR stockholders divest selves of WFOY St. Augustine because of overlap which would result; WLAK Lakeland, Fla., from 1340 kc 250 w to 1430 kc 1 kw fulltime; WBOC Salisbury, Md., from 1230 kc 250 w to 960 kc 1 kw, DA night.

In same cases, denials proposed for conflicting applications of:

A. Frank Katzentine (WKAT Miami Beach), for new Orlando station; Muscogee Bcstg Co., whose owners have interests in Georgia stations, Georgia-Alabama Bcstg. Corp. (conditional FM grantee), and Chattahoochee Bcstg. Co. headed by William K. Jenkins, who has interests in WRDW WSAV WLAG WMAG, for new Columbus, Ga. stations; WWPG Palm Beach for change of assignment, and City of Sebring, for new Sebring station.

PROPOSED SALES IN HEARING

TWO PROPOSED station sales set for hearing, FCC announced Friday: (1) WBLK Clarksburg, W. Va., by Mr. and Mrs. John A. Kennedy for $177,500 to News Publishing Co., Wheeling, to be heard in consolidation with proposed $307,500 sale of WPAR Parkersburg to same interests; (2) Mrs. Blanche Virgin's proposed sale of KMED Medford, Ore. to Luther E. Gibson (KHUB Watsonville, Calif.) for $250,000. WBLK and WPAR 250 w on 1400 and 1450 kc respectively; KMED 1 kw on 1440 kc.

ARGUMENT ON TV ALLOCATION

FCC NOTIFIED Television Broadcasters Assn. that oral argument (scheduled Jan. 15) more appropriate than intermediate informal conference to consider TBA's and any others' objections to FCC proposal for frequency service allocations between 1,000 and 13,000 mc [BROADCASTING, Oct. 28]. TBA requested conference.

FAVORS U. S. OWNERSHIP

R. J. THOMAS, official of United Auto Workers (CIO) favors Government ownership of radio, he testified in effect at Detroit hearings on UAW application for 250 w, 680 kc. Hearings, under Abe Stein, FCC examiner, ended late Thursday.

STILL MISSING

JESS WILLARD, NAB executive vice president, still checking all possible sources Friday for solid gold Eversharp pencil, lost on rostrum during Chicago convention. Pencil donated by staff of WBT Charlotte when he was station manager. It can be identified by engraved legend "WBT '44 ADW."

KIDO BOISE DEFENDANT IN $100,000 LIBEL SUIT

KIDO Boise, Idaho, defendant in $100,000 libel suit filed Oct. 31 by Statesman Publishing Co., largest newspaper publisher in state. Suit based on Oct. 28 radio talk by Sen. Glenn Taylor, Democrat, on behalf George Donart, Democratic senatorial candidate. Senator Taylor allegedly charged *Statesman* suppressed news of his Oct. 24 political speech on Columbia Valley Authority, with newspaper claiming it covered speech two days later and prior to broadcast in which allegation was made.

Six other Idaho stations scheduled to carry KIDO speech by transcription on demand of Idaho Central Democratic Committee, with *Statesman* threatening to sue each station.

PAY FORMS LATE

FCC said Friday it was notifying networks and licensees that employe-compensation schedules generally distributed in October, will be about six weeks late because of "certain revisions" contemplated to secure "more comprehensive information" [BROADCASTING, Sept. 9, 23]. Week to be covered by report probably will be in November or December, with broadcasters allowed "ample time" to compile and submit data.

RADIO INDIANAPOLIS UPHELD

FCC ruled equivalent of cash meets "on same terms" requirement of Avco Rule, denying petition of WBBW-WABW (FM) Indianapolis and Evansville on Air Inc. (WGBF-WEOA-WMLL (FM) Evansville) who sought to disqualify Radio Indianapolis' cash bid competing with Evansville's offer of stock for WBBW-WABW.

HOTEL INSTALLS TV SETS

HOTEL PENNSYLVANIA, New York, which for past month offered video to patrons in cocktail lounge, completed installation of RCA table model television receivers in several guest rooms and private dining rooms; claims to be first hotel to offer service. Statler Hotel chain, of which Pennsylvania is member, plans similar installations in Washington, and in St. Louis, Cleveland, Buffalo, Detroit, Boston and Pittsburgh when video service available.

GENERAL MILLS CHANGE

GUIDING LIGHT to be replaced Dec. 2 as lead-off program on NBC General Mills hour by *Light of the World* from New York. No reason given by network or agency for cancellation. Major factor believed suit of Emmons Carlson, NBC Central Division, against Irna Phillips, authoress, over show's ownership.

WOR New York news periods 6:30 and 11 p.m. Saturday carried announcements of change in call letters of rival stations, WEAF to WNBC, WABC TO WCBS.

DIRECT radiotelegraph service between U. S. and Netherlands East Indies reopened by RCA after 4-year war break.

GEORGE HELMER, assistant city editor of *Sacramento* (Calif.) *Bee*, named news editor, McClatchy Broadcasting Co.

NEW KMBC OUTLET

WIDER RURAL coverage for KMBC Kansas City farm programs assured Friday when FCC announced grant of new 5-kw daytime station on 550 kc to Midland Broadcasting Co., KMBC licensee. Transmitter to be located at Concordia, Kan., geographical center of U.S. 175 miles west of Kansas City.

New station will not duplicate CBS programs from KMBC but will carry station's farm programs designed to reach rural areas throughout Kansas, Missouri and contingent area, said Arthur B. Church, Midland president. KMBC operates on 980 kc with 5 kw.

RADIO ADVERTISING STANDARDS TOP ALL MEDIA, SAYS MILLER

BROADCAST advertising standards on higher level than other media, NAB President Justin Miller told Founder's Day audience Friday at Franklin & Marshall College, where he received Doctor of Laws degree. NAB now has standards of practice, is devising means to enforce them, he said.

Speaking at college founded by Benjamin Franklin, he compared uprising of colonies against growing British tyranny to increasing resentment of public against present overreaching on part of U. S. administrative officers. Greatest danger, he said, exists where freedom of speech is endangered.

NAB president cited Franklin statements on constitutional rights, said many who criticize radio unaware alternative is Government operation, with low pay, discouragement of artists and deadly effect on professional spirit of all connected with it. He spoke earlier in week on constitutional rights at convention of Atlantic City Junior Bar Assn.

WHN, AFRA SIGN

CONTRACT said to guarantee wage rises signed by AFRA and WHN N. Y. as AFRA negotiations for new contract with networks temporarily broke down (see page 91). Neither AFRA nor WHN officials would disclose terms, Herbert L. Pettey, executive director of station, explaining he did not regard them as matter of public record. Understood announcers, under new contract, would get $70 per week minimum. Negotiations between major networks and AFRA New York local scheduled for resumption today (Monday) with employers understood ready to submit new counter-proposals.

MOORE RENOMINATED

SAM MOORE re-election as Radio Writers Guild national president seen assured as result of unanimous nomination by Hollywood, Chicago and New York chapters. Hollywood Guild also nominated Pauline Hopkins and Maurice Zimm for post of western regional vice president. Elections Nov. 12.

DORING & SCHMITT FORMED

HAROLD H. DORING, former art director of Schuyler Hopper, N. Y. and E. Schmitt Jr., former account executive with same firm, formed own agency, Doring & Schmitt, 19 West 31 St., N. Y., to deal in industrial advertising.

DR. REMSEN duBOIS BIRD, president, Occidental College, Los Angeles, appointed consultant of Decca Records Educational Div.

EIGHT STATION TRANSFERS GIVEN FCC APPROVAL

EIGHT TRANSFERS aggregating $1,820,000 announced by FCC Friday as approved. They are:

KJR Seattle (950 kc, 5 kw) from Birt F. Fisher to Totem Broadcasters, subsidiary of (Marshall) Field Enterprises Inc., for $700,000 [BROADCASTING, July 8]. Mr. Field already owns WJJD Chicago, WSAI Cincinnati and FM CP, KOIN Portland, in addition to *Chicago Sun* and other publishing interests.

WHOM Jersey City (1480 kc, 1 kw day, 500 w night) by Cowles Broadcasting Co. to Il Progresso Italo-Americano Publishing Co., publisher New York Italian language *Il Progresso*, for $450,000 [BROADCASTING, July 1]. Generoso Pope and family own Il Progresso firm, plan to expand WHOM foreign language programming.

WEEU Reading, Pa. (850 kc, 1 kw, daytime) by George J. Feinberg (75%), New York textile manufacturer, and associates to Hawley Broadcasting Co., owned by publishers of Reading *Eagle* and *Times*, for $300,000 [BROADCASTING, May 27]. Conditional CP for FM included. Hawley Quier heads newspapers. Mr. Feinberg's associates in WEEU: Milton J. Hinlein (12½%), owner KDRO Sedalia, Mo., and Joseph M. Nassau (12½%), manager. They bought station in January 1945 for $205,000.

WAZL Hazleton, Pa. (1490 kc, 250 w) by J. Hale and John F. Steinman, principals of Mason-Dixon Radio Group, to local businessmen for $270,000 [BROADCASTING, July 29]. Sale complies with FCC rules, since Steinmans now own WRAW Reading.WAZL buyers include Station Manager Victor C. Diehm; E. H. Whitney, contractor and anthracite coal man; George M. Chisnell, coal company executive; Hilda M. Deisroth, wife of department store owner.

Half-interest in KALL Salt Lake City (910 kc, 1 kw) by present owners to Telegram Publishing Co. (Salt Lake *Telegram*) for $100,000 [BROADCASTING, Aug. 5]. Present owners, each selling half of interest shown: General Manager George C. Hatch, 25%; Mrs. Wilda Gene Hatch, 25%; Mrs. Abrelia S. Hinckley, wife of ABC Vice President Robert H. Hinckley, 50%. FCC approval conditioned on J. F. Fitzpatrick, *Telegram* publisher, divesting himself of 19% interest in KSL Salt Lake City.

KCMC Texarkana, Tex. (1230 kc, 250 w) transferred from Texarkana Newspapers Inc. to KCMC Inc. in realignment of corporate structure. Stockholders remain same, but President C. E. Palmer, 57½% owner Texarkana Newspapers, owns 21.38% of new firm and Treasurer W. E. Hussman, 8.875% owner Texarkana Newspapers, has 45% in KCMC Inc.

WGBG Greensboro, N. C. (980 kc, 1 kw, daytime) and WMFR High Point, N. C. (1230 kc, 250 w) ownership rearranged with Ralph M. Lambeth withdrawing from WMFR and taking full ownership WGBG. James E., Helen M. and Frank S. Lambeth withdrawing from WGBG and with other members of family will continue to control WMFR. High Point station also has conditional FM grant. No money involved .

RMA LABOR SEMINAR

JOB evaluation and plant safety measures main topics Friday as Radio Manufacturers Assn. wound up two-day seminar on employe relations. Seminar at Bismarck Hotel, Chicago. Among speakers: R. C. Smythe, M. J. Murphy, Bendix; Stanley Luke, IT&T; E. K. Taylor, Zenith; A. M. Baltzer, National Safety Council.

VOUCH FOR FELDMANS

TWO NETWORK vice presidents and State Dept. official character witnesses for Mr. and Mrs. Arthur Feldman, applicants for 1450 kc, 250 w, Fort Wayne, Ind., in FCC hearing last week: Edward R. Murrow, CBS v.p. in charge public affairs; A. A. Schechter, MBS v.p. in charge news-special events; Kenneth Fry, chief, International Broadcast Division, State Dept. OIC. Mr. Feldman former ABC London chief, NBC war correspondent and earlier NBC special events director; Mrs. Feldman formerly of BBC. Other applicants for same facilities: Homer Rodeheaver, one-time aide to late Billy Sunday; Radio Fort Wayne Inc., headed by Merlin H. Smith (one-third owner), brother of George S. Smith of Segal, Smith & Hennessey, Washington law firm.

TBA TO MEET JAN. 7

TELEVISION Broadcasters Assn. to hold annual meeting Jan. 7, 1947, at Waldorf-Astoria, N. Y. Officers for 1947 to be elected and three directors chosen for three-year terms to succeed E. A. Hayes of Hughes Productions, O. B. Hanson of NBC and Paul Raibourn of Television Productions. Six directors continue in office.

People

EDWARD HURT, 30, son of Frank Hurt, president-part owner KFXD Nampa, Ida., in serious condition Nampa hospital from injuries received when tractor he operated at new KFXD transmitter site between Nampa-Boise rolled down eight-foot embankment.

JUSTIN MILLER, NAB president, named radio chairman, 1947 March of Dimes campaign, by Basil O'Connor, president.

GEORGE E. STRONG, Washington attorney specializing in radio and administrative practice, Friday appointed by Secretary of Labor Schwellenbach as impartial arbitrator in Pittsburgh power negotiations between Duquesne Light Co. and Independent Assn. of Employes, serving with company and union arbitrators.

CHARLES W. BROOKE, partner, Brooke, Smith, French & Dorrance, Detroit, retired because of ill health, after approximately 30 years with agency.

EDWARD H. BENEDICT, former MBS account executive and Grant Adv. media director, joined ABC in same capacity.

ROBERT M. O'DONNELL, formerly Hill Adv., joined Fuller & Smith & Ross, N. Y., as account executive.

FCC Issues 26 Conditional, 24 FM CPs

TWENTY-SIX conditional grants and 24 CPs for FM stations authorized Friday by FCC with 13 of conditionals in Los Angeles. Originally 15 applicants had filed for 14 available Los Angeles channels but Hughes Tool Co. withdrew and hearing on Hollywood Community Radio Group application was continued to unspecified date.

Of 26 conditionals, 16 were authorized to AM station operators, with 8 of 13 Los Angeles conditionals going to AM operators. Seventeen of 24 FM CPs authorized Friday go to AM station owners.

Piedmont Publishing Co., (WSJS) Winston-Salem, N. C., granted CP for FM subject to modification by Gordon Gray principal owner of Piedmont which also operates WMIT (FM) in Winston-Salem, of application to move main WMIT studio to new location. Other FM grants:

FM CONDITIONAL GRANTS

The Hartford Times, Inc. (WTHT) Hartford, Conn.—Class B, subject to further review and approval of engineering details; Capital City Broadcasting Corp. (WTAL) Tallahassee, Fla.—Same except Class A; Carter C. Peterson (WCCP) Savannah, Ga.—Same except Class B; Capital Broadcasting Co., Jefferson City, Mo.—Same; Radio Asheville, Inc (WISE) Asheville, N. C.—Same; The News and Observer Pub. Co., Raleigh, N. C.—Same; Statesville Broadcasting Co. Inc., Statesville, N. C.—Class B (on Winston Salem frequency), subject to further review and approval of engineering details; Public Radio Corp. (KAKC) Tulsa, Okla.—Class B (*), subject to further review and approval of engineering details; Associated Broadcasters Inc., Bethlehem, Pa.—Class B, subject to further review and approval of engineering details.

Lone Star Bcstg. Co., Fort Worth, Tex.—Class B, subject to further review and approval of engineering details. Southern Bcstg. Corp., San Antonio, Tex.—Same; Gazette Printing Co. (WCLO Janesville, Wis.—Same; The Journal Co. (The Milwaukee Journal) (WTMJ) Wausau, Wis.—Same.

Final CPs

The following were authorized CPs conditions—(Note: power given is effective radiated power; antenna height given is height above average terrain): Birmingham Bcstg. Co. Inc. (WBRC) Birmingham, Ala.—Class B; channel 93.9 mc (No. 230); 30 kw; 645 ft.; ÷ Radio Bcstg. Corp. (KTFL) Twin Falls, Idaho—Class B; channel 96.1 mc (No. 241); 3 kw; 270 ft.; Elmwood Park Bcstg Corp., Elmwood Park, Ill.—Class A channel 103.5 mc (No. 238); 320 w 240 ft.; ÷ Rock Island Bcstg. Co. (WHBF) Rock Island, Ill.—Class B; channel 100.7 mc (No. 264); 36.6 kw; 385 ft.; Syndicate Theatres Inc., Columbus, Ind.—Class B; channel 95.3 mc (No. 237); 31 kw; 270 ft.; Kokomo Bcstg. Corp (WKMO) Kokomo, Ind.—Class B; channel 101.5 mc (No. 268); 34 kw 400 ft.; Banks of the Wabash, Inc. (WTHI) Terre Haute, Ind.—Class B; channel 96.7 mc (No. 244); 20 kw; 200 ft.; Herman Radner, Dearborn, Mich.—Class A; channel 104.3 mc (No. 282); 480 w 350 ft.; Grand Rapids Bcstg Corp., Grand Rapids, Mich.—Class B; channel 93.1 mc (No. 226); 10.5 kw; 390 ft.; Radio Station WISE Inc., Asheville, N. C.—Class B; channel 94.7 mc (No. 234); 9.6 kw; 670 ft.; Penn Thomas Watson (WGTM) Wilson, N. C.—Class B; channel 96.9 mc (No. 245); 20 kw; 500 ft.; The Ohio Bcstg. Co. (WHBC) Canton, Ohio—Class B; channel 97.1 mc (No. 246); 9 kw; 410 ft.; ÷ The Cincinnati Times Star Co. (WKRC) Cincinnati, Ohio—Class B; channel 96.9 mc (No. 245); 12.6 kw; 600 ft.; The Marion Bcstg. Co. (WMRN) Marion, Ohio—Class B; channel 102.3 mc (No. 272); 2.3 kw; 325 ft.; The WFMJ Bcstg Co., Youngstown, Ohio—Class B; channel 98.5 mc (No. 253); 50 kw; 330 ft.; KGFF Bcstg. Co., Shawnee, Okla.—Class B; channel 96.3 mc (No. 242); 7.2 kw; 390 ft.; Penn-Allen Bcstg. Co., Allentown, Pa.—Class A; channel 105.1 mc (No. 286); 1 kw; 180 ft.; ÷ The Patriot Co., Harrisburg, Pa.—Class B; channel 96.9 mc (No. 245); 6.3 kw; 770 ft.; ÷ Plains Radio Bcstg Co. (KGNC) Amarillo, Tex.—Class B; channel 101.7 mc (No. 269); 50.4 kw; 390 ft.; Shenandoah Valley Bcstg. Corp. (WSVA) Harrisonburg, Va.—Class B; channel 94.3 mc (No. 232); 37.2 kw; 1,845 ft.; WTAR Radio Corp., Norfolk, Va.—Class B; channel 93.1 mc (No. 226); 33 kw; 345 ft.; Daily News Pub. Co., Beloit, Wis.—Class B; channel 93.9 mc (No. 230); 3.8 kw, 330 ft.; Frontier Bcstg. Co. (KFBC) Cheyenne, Wyo.—Class B; channel 95.7 mc (No. 239); 9.5 kw; 750 ft.

Los Angeles Grants

Adopted order removing from the hearing docket and granting conditionally Class B FM stations in the Los Angeles area, as follows, subject to further review and approval of engineering details:

Earle C. Anthony Inc. (KFI); Also further conditioned upon the grant of pending application for renewal of license for AM station KFI; Standard Bcstg Co. (KFVD); Columbia Bcstg. System (KNX); American Bcstg. Co., Inc. (KECA); Consolidated Bcstg. Corp. (KGER); The Times-Mirror Co.; Southern Calif. Bcstg. Corp.; Los Angeles Bcstg. Co. Inc. (KFAC); Radio Bcstrs. Inc.; Echo Park Evangelistic Assn (KFSG); Unity Bcstg. Corp. of Calif.; KMPC, The Station of The Stars (KMPC) Inc.; Cannon & Callister Inc.

(*) Two additional channels were made available for Tulsa by deleting No. 232 and adding No. 236 at Pampa, Tex.; deleting No. 238 and 240 and adding No. 230 and 232 at Elk City, Okla., and deleting No. 257 and 259 and adding 238 and 240 at Oklahoma City.

(÷) In lieu of previous conditions specified.

WINS

NEW YORK

THE MANAGEMENT of WINS acknowledges the vote of confidence in our future which has been expressed in the tangible form of contracts for time and programs by the following advertisers and their agencies. We assure both present and prospective clients that we will do everything in our power to merit and maintain this faith.

NATIONAL

Allenru
Arrid
Balpine Bath Oil
Benrus Watches
Bromo-Seltzer
Charcoal Gum
Chiclets
Columbian Insurance
Diamond Crystal Salt
Ex-Lax
4-Way Cold Tablets
Griffin Shoe Polish
Groves Cold Tablets
Ipana Tooth Paste
La Boheme Wines
Lummis Peanuts
Nature's Remedy
Meadow Gold Ice Cream
Metropolitan Life Insurance
Mission Bell Wines
Mounds My-T-Fine
Pabst Beer
Pepsi-Cola
Poligrip
Rayve Shampoo
Raz-Mah
Rel
Rem
Rit
Simoniz
Stanback
Tums
T. R. C.
Willard Tablets
Woodbury Dry Skin Cream

LOCAL

Baltimore Gospel Tabernacle
Bellerose Church
Empire Diamond & Gold Buying Service
Gospel Broadcasting Company
Keensight Lens
Lutheran Laymen's League
Madison Loan Company
New York Daily Mirror
New York Technical Institute
New York Telephone Company
People's Church
Peil's Beer
Sherman Bow Ties
Tucker Furs
Williams Used Cars

It is our sincere desire to provide New York listeners with an expanded and improved program service. To this end we have already added additional experienced program personnel and made many changes in our program schedule.

On October 13 we began an inter-change of programs with WLW by direct wire and we are now receiving reports direct from the WLW-WINS Washington Bureau. Other services and innovations will be added . . . all based on sound, tested principles of good radio programming and station operation.

CROSLEY BROADCASTING CORPORATION